

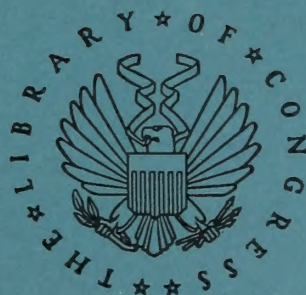
Catalog of Copyright Entries: *Third Series*

Volume 17, Part 11B, Number 1

Commercial Prints and Labels

January–June

1963



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WASHINGTON : 1964



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WASHINGTON 1963

Journal of the American Medical Association

1914

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Preface

The CATALOG OF COPYRIGHT ENTRIES is published by authority of sections 210 and 211 of Title 17 of the *United States Code*. Section 210 provides in part: "The current catalog of copyright entries and the index volumes herein provided for shall be admitted in any court as prima facie evidence of the facts stated therein as regards any copyright registration."

The *Catalog* is subdivided into parts corresponding to the classes of material listed in section 5 of Title 17 of the *United States Code*. The table at the end of this preface shows the organization of the *Catalog*, the symbols used with the registration numbers to distinguish the classes, and the prices of the semiannual issues.

The record of each copyright registration listed in the *Catalog* includes a description of the work copyrighted and data relating to the copyright claim (the name of the copyright claimant as given in the application for registration, the copyright date, the copyright registration number, etc.).

Information as to changes of copyright ownership is not included in the *Catalog*, but a search of the Copyright Office Assignments and Related Documents Indexes may be requested from the Register of Copyrights, and a fee for the search and report will be estimated at the statutory rate of \$3 per hour.

In the case of each registration listed, except for renewals, there has been deposited a copy or copies of the work in accordance with the provisions contained in sections 12, 13, 14, or 215 of Title 17 of the *United States Code*.

For a more complete description of the contents of this issue of the *Catalog* see p. vii.

Orders, payable in advance, for all parts of the *Catalog of Copyright Entries* should be sent to the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Orders may be placed for individual issues, as subscriptions for one or more parts, or for the complete *Catalog* at \$20 a year, and for periods of one, two, or three years. All orders should state clearly the title and the inclusive dates of the part wanted. Checks or money orders should be made payable to the Superintendent of Documents.

The Copyright Office welcomes inquiries, suggestions, and comments on the content and organization of the *Catalog*. Such communications should be addressed to the Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington, D.C. 20540.

Organization of Parts

Each part listed in the following table records all current registrations in the class or classes indicated by the alphabetical symbols. Renewal registrations are separately listed at the end of each related part. The first letter of the symbol is that of the class under which registration is made; the second, if any, is a designation added by the Copyright Office for the purpose of statistical analysis. A zero immediately following the symbol, e.g., AF0, EF0, identifies a foreign work deposited under the waiver-of-fee provision (section 215 of Title 17 of the *United States Code*). Some parts also contain registrations made under other symbols if the subject matter or type of material is similar to that generally included in the part.

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EP Musical compositions published in the United States		LU Unpublished motion-picture photoplays	
EU Unpublished music		MP Published motion pictures other than photoplays	
R Renewal registrations		MU Unpublished motion pictures other than photoplays	
		R Renewal registrations	

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Introduction

PART 11B lists prints and labels, published in connection with the sale or advertisement of articles of merchandise or of services, which were registered in class K under the symbol KK.

Arrangement is alphabetical under the name of the copyright claimant. Each work is described in a main entry which includes information pertinent to the copyright claim. References lead from the names of joint claimants and authors and from variant forms of names. Works for which the subsisting copyright has been renewed are listed separately in the Renewal Registrations section. The copyright symbol © following the name under which the entry is listed signifies that the form of name used is that appearing on the application as claimant. The name is not repeated following the copyright symbol © in the entry proper unless it is necessary to record additional information from the application not included in the heading; e.g.:

FARRELL, JAMES EDWARD. ©
 Bowl a word, a fascinating word game. © 20Mar63;
 KK173383.

FRANKONIA PRODUCTS, INC.
 Rambler Classic stationwagon. (License-plated model cars) © Frankonia, a.a.d.o. Frankonia Products, Inc.;
 8Jan63; KK171377.

Each main entry for currently registered works includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable:

- 1) Title, amplified if necessary by a brief description of the pictorial content of the work, and followed by any variant title.
- 2) Names of contributors to the work.
- 3) Series statement.
- 4) Special descriptive data, limited to registrations which appeared in a newspaper or periodical, giving the name and issue date of the publication, the number of the page on which the item will be found, and the place of publication, if published abroad.
- 5) Names of authors given in the application which do not appear elsewhere in the entry.
- 6) Name of the employer in the case of a work made for hire, if so named in the application.
- 7) Information contained in the application which relates to the registration of an earlier version of the work.
- 8) Brief statement of the new matter on which copyright is claimed, preceded by the abbreviation NM, if this information is given in the application and is not indicated elsewhere in the entry.
- 9) Copyright symbol ©.
- 10) Name of the copyright claimant when it is necessary to record information given in the application which is not included in the heading.

- 11) Date of publication as given in the application.
- 12) Registration number.

Whenever it is necessary to indicate a variation between the information given in the application and in the copy of the work with respect to the claimant's name or the date of publication, the data from the application are given first, followed by the phrase "in notice" and the data given in the work; e.g., © Richard Roe & Co.; 8Feb63 (in notice: 1962); KK172000.

For renewal registrations, the main entry includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable.

- 1) Title.
- 2) Copyright symbol.
- 3) Date of original copyright.
- 4) Original registration number.
- 5) Name of the renewal claimant followed by a statement in parentheses, usually abbreviated, giving the basis of the renewal claim as supplied by the applicant, e.g., "John Doe & Co. (P)" indicates that renewal of copyright is claimed by John Doe & Co. as proprietor.
- 6) Date of receipt of the renewal application or the fee, whichever is later.
- 7) Renewal registration number.

Abbreviations and Symbols

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings. Definitions are not given for abbreviations in common use.

a.a.d.o.	accepted alternative designation of
a.k.a.	also known as
appl.	application
©	copyright symbol
d.b.a.	doing business as
NM	new matter
p.	page, pages

(P)	proprietor of a commercial print or label
pseud.	pseudonym
pub.	published, publishing
(R)	renewal registration
rev.	revised
t.a.	trading as
v., vol., vols.	volume, volumes
(W)	widow of the author
(Wr)	widower of the author

Registrations January-June 1963

Commercial prints and labels published in the United States	3,609
Commercial prints and labels published abroad	0
Total	3,609
Renewals	37

These figures represent the number of registrations for commercial prints and labels for January-June 1963, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective parts.

COMMERCIAL PRINTS AND LABELS

CURRENT REGISTRATIONS

A list of prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, registered during the period covered by this issue. Arrangement is alphabetical under the name of the copyright claimant. References from the names of joint claimants and authors and from variant forms of names are interfiled.

A

- A. A. See ANSON ART, INC.
- A & B DISTRIBUTORS, INC. ©
Popa-cana; save-a-cana. Busch Bavarian beer. (In Clarion herald, New Orleans, Apr. 25, 1963, p.8) Appl. author: Arthur Advertising Service. © 25Apr63; KK173335.
Popa capa, save-a-capa. Busch Bavarian beer. (In New Orleans states item, Apr. 24, 1963, p.11) Appl. author: Arthur Advertising Service. © 24Apr63; KK173334.
- ADM CO.
Crazy money, dip in water. © Allen Dean Mammel d.b.a. ADM Co.; 20May63 (in notice: 1962); KK173691.
Lucky money. © Allen Dean Mammel d.b.a. ADM Co.; 3Jan63 (in notice: 1962); KK171752.
- A. G. S. CO. ©
Mr. Zip stainless lubricating crayon. Stock No.MZ-3. © A. G. S. Co. a.a.d.o. American Grease Stick Co.; 16Nov61 (in notice: 1962); KK173452.
- ALD, INC. ©
Be your own boss; here is the ground floor opportunity you've been waiting for; own your own coin-operated Westinghouse Laundromat, equipped laundry and drycleaning store. (In U. S. news & world report, Oct. 2, 1961, p.2) © 20Oct61; KK173607.
- .PRP. See ADAMS PIPE REPAIR PRODUCTS.
- A. T. CO. SEE AMERICAN TOBACCO CO.
- A-TREAT BOTTLING CO.
A-Treat dietetic artificially sweetened ginger flavor. Contents 16 fl. ozs. © Joseph C. Egizio & John L. Egizio d.b.a. A-Treat Bottling Co.; 1May63; KK174241.
- ABACO PLASTICS, INC. ©
Colorful party styled seamless plastic straws to please all customers. Appl. author: Perry Bachelder. © 21Dec62; KK170708.
- ABBOTT LABORATORIES. ©
Abbolexin, a unique new analgesic. Appl. author: Thomas S. Bird. © 21Mar62; KK171607.
Abbott'un mevzii anestetiği sayesinde taharrus ve hassasiyet nisbeti dusuktur. Tronothane. Appl. author: Thomas S. Bird. © 8Apr63; KK173102.
Bulasici merhemlere, yatmadan once sikici ameliyelere kolay kullanisli. Selsun suspension. Appl. author: Thomas S. Bird. © 8Apr63; KK173100.
Kuru ve yagli kepeklenmenin cabuk ve muessir tedavisi. Selsun suspension. Appl. author: Thomas S. Bird. © 8Apr63; KK173101.
Nekahet devrindeki hastalariniz. Cofron elixir. [Reclining female; cartoon] Appl. author: Thomas S. Bird. © 3Jan63; KK171332.
Nekahet devrindeki hastalariniz. Cofron elixir. [Reclining female; stick figure] Appl. author: Thomas S. Bird. © 30Oct62; KK171331.
Nekahet devrindeki hastalariniz. Cofron elixir. [Reclining rag doll] Appl. author: Thomas S. Bird. © 30Jan63; KK171330.
Sacli deride seboreik dermatit'ten muzdarip her 4 hastadan 3' unu. Selsun suspension. Appl. author: Thomas S. Bird. © 8Apr63; KK173099.
- ACADEMIC UNDERWRITERS OF AMERICA, INC. ©
The American college plan. Appl. author: Van Sant, Dugdale & Co., Inc. © 17May63; KK173979.
- ACCURATE PARTS, INC. ©
Starter drive identification chart. Screw type drives. Appl. author: Charles Richard Hicks. © 2Jan63; KK171559.
- ACME APPLIANCE MANUFACTURING CO. ©
Space-making ways with Acme Dualine sliding door hardware. © 20Feb63; KK171888.
- ACME CHEMICAL CO. ©
A totally new kind of floor seal, Accogard. Permanent, crystal clear, nonflammable, never yellows. Appl. author: George J. Halaska. © 4Apr63; KK172812.
- ACME ENGINEERING CO., INC. ©
Medullary screw for use only in olecranon fractures, considerations on application. 7 p. © 30Jan63; KK171501.
- ACME STEEL CO. ©
Catalog of strapping ideas. 43 p. Appl. author: Fuller & Smith & Ross Inc. © 1Feb63; KK171454.
- ADAMS PIPE REPAIR PRODUCTS. ©
Deep socket wrenches & long ratchet handle. © 11Oct62; KK171237.
Here's something new in threadless fittings, Adams flexible compress couplings and adapters. © 29Sep61; KK171989.
Pressure-Seal cone gasket. © 28Nov62; KK171236.
Ratcheting box wrench, specially designed for use with Adams no.220 Pipe-Saver leak repair clamps. © 31Jan62; KK171238.
- ADOLPH'S, LTD. ©
Treat your family to protein with Adolph's 3 great ideas with meat. Instant meat tenderizer. (In The Reader's digest, Feb. 1963, p.177) © 21Jan63; KK171859.
- ADVANC ENTERPRISES.
Lucky money bag. © John Michelson d.b.a. Advanc Enterprises; 7Jun63; KK173905.
- AERO MAYFLOWER TRANSIT CO., INC. ©
Here's how Mayflower movers resettle you quickly, carefully. (In Life, Aug. 10, 1962, p.6) © 10Aug62; KK173418.
Here's how Mayflower special equipment helps when you move. (In Life, June 15, 1962, p.53) © 15Jun62; KK173414.
Mayflower accredited movers give every item the particular care it needs. (In The Saturday evening post, Apr. 13, 1963, p.50) © 13Apr63; KK173664.
Mayflower has the man, the van, and the plan to move you best. (In Life, Feb. 23, 1962) © 23Feb62; KK173415.
See how Mayflower care protects your furnishings when you move. (In Saturday evening post, Mar. 2, 1963, p.66) © 2Mar63; KK173417.

- We moved by Mayflower too. They were right on time. (In Life, Feb. 3, 1961, p.52) © 3Feb61; KK173416.
- We moved by Mayflower, too, easiest move we ever had. (In Life, Nov. 21, 1960, p.60) © 21Nov60; KK173663.
- Your things get this pride-pack care when you move by Mayflower. (In Saturday evening post, Jan. 19, 1963, p.56) © 19Jan63; KK173419.
- AIR DEVICES, INC. ©**
Agitair, extruded aluminum grilles, registers, air outlets. Appl. author: George J. Sweeney. © 11Feb63; KK173365.
Presenting a new concept in air dif-fuser design Astro-Air, another Agitair first. Appl. author: George J. Sweeney. © 11Feb63; KK173364.
- AIRKO MANUFACTURING CO. ©**
Magnet soap holder. © 15Nov62; KK170952.
New, Airko double strength, magnet soap holder. © 5Oct62; KK170953.
- AKRON TOWER MOTOR INN. ©**
May we offer our services to help make your visit a royal one? Appl. author: Robert W. Loos, Jr. © 8Feb63; KK171638.
- ALBERTO PRODUCTS CO.**
Kitchen Magic seasoning wine with salt, garlic and spices. © Albert Alberto d.b.a. Alberto Products Co.; 13Mar63; KK172804.
- ALLIED CONTROL CO., INC. ©**
Mr. Relay by Allied Control. (In Electronic design, Feb. 15, 1963, p.153) Appl. author: Jess Cloud. © 15Feb63; KK171968.
- ALPHA EDUCATIONAL PRODUCTS, INC. ©**
For your child's world of make believe, Pretend-A-Cap, a hat that offers countless hours of carefree imaginative play for boys and girls who like to pretend. © 12Sep62; KK170967.
- ALSIDE, INC. ©**
Comparative test data. Baked enamel aluminum siding. 15 p. Appl. author: Julius C. Dubin. © 16Jan63 (in notice: 1962); KK173541.
Embossed rain carrying systems. © 15Jan63; KK172977.
For that beautiful, traditional look, double 4, baked enamel aluminum siding. © 1Dec62; KK172986.
Installation instructions, Alside rain carrying systems. © 15Jan63; KK172978.
Insulated aluminum siding, a new way of life for your home. © 1Dec62; KK172988.
Soffit & fascia system. © 1Jun62; KK172979.
Super rigidized aluminum siding. © 1Dec62; KK172987.
There's no place like home and no home like Alside. © 1Dec62; KK172980.
20 year guarantee. Baked enamel aluminum siding. © 1Mar63; KK173453.
- ALTNOW, GEORGE GUSTAV.**
Pacific Wire-Grams. See PACIFIC WIRE WORKS CO.
- ALUMA-KING CORP. ©**
For tomorrow minded home owners, insulated aluminum siding. © 1Dec62; KK172985.
For tomorrow-minded home owners, the aluminum siding that practically pays for itself. © 1Dec62; KK172976.
- New as tomorrow, double 4 aluminum siding. © 1Dec62; KK172983.
Super rigidized aluminum siding. © 1Dec62; KK172984.
- ALVER BROS. CO. ©**
Milford wild bird food. Net wt. 5 pounds. Appl. author: Harold M. Alver. © 14Oct60; KK173869.
- AMEN, CLARA JEAN. ©**
Like real jewels, gold crown kit for play. © 4Dec62; KK173037.
- AMERICAN BRONZE & CHEMICAL CO. ©**
Ambronze lasting lustre, extremely durable scuff resistant all-purpose spray paint. Contents 16 ounces. Appl. author: Val Mason. © 28Feb63; KK171980.
Double L home and auto all-purpose spray paint. Contents 16 ounces. Appl. author: Val Mason. © 28Feb63; KK171979.
- AMERICAN CAN CO. ©**
Aurora, by Northern, 2-ply facial quality tissue. White on white. Appl. author: Northern Products Division, a Marathon Division of American Can Co. © 19Jul62; KK170828.
- AMERICAN CAN CO. DIXIE CUP DIVISION. ©**
Clean living kids eat ice cream in Dixie cups. (In The Saturday evening post, Dec. 22-29, 1962, p.43) Appl. author: Hicks & Greist, Inc. © 19Dec62; KK171123.
Erase waste; your future depends on how you conserve. (Conservation) 7 fl. oz. © 18Apr63; KK173211.
Fish bait. No.5986. © 12Feb63; KK171932.
Kids help themselves to everything but colds. But clean disposable Dixie cups can't spread germs. (In Readers digest, May 1963, p.242) Appl. author: Hicks & Greist, Inc. © 16Apr63; KK173068.
Practice neatmanship; cleanliness reflects your best efforts. (House-keeping) © 18Apr63; KK173213.
Profit profits you. (Profit awareness) 7 fl. oz. © 18Apr63; KK173210.
Quality sells; think there's a better way to do it. © 18Apr63; KK173214.
Safety first; use your brains, a machine has none. 7 fl. oz. © 18Apr63; KK173212.
Sh-h-h security; lock before you leave. (Security) 7 fl. oz. © 18Apr63; KK173209.
Summertime and the dishwashing's easy when kids help themselves with a Dixie cup dispenser and Dixie plates. (In The Reader's digest, July 1963, p.250) Appl. author: Hicks & Greist, Inc. © American Can Co., Dixie Cup Division (in notice: American Can Co.); 25Jun63; KK174286.
Win a cup of coffee & a roll worth \$5,000. (In Life, Mar. 22, 1963, p.9) Appl. author: Hicks & Greist, Inc. © 19Mar63; KK172379.
You can dispense with all this, when kids help themselves to Dixie cups from this dispenser. (In Life, June 7, 1963, p.5) Appl. author: Hicks & Greist, Inc. © 4Jun63; KK173817.
You can dispense with all this, when kids help themselves with a Dixie cup dispenser. 20% off when you send this coupon. (In Reader's digest, June 1963, p.24A) Appl. author: Hicks & Greist, Inc. © 27May63; KK173687.
- AMERICAN CAN CO. MARATHON DIVISION.**
See MARATHON.
- AMERICAN DENTAL ASSN. ©**
If you can't brush after eating... swish and swallow. Poster. © 30Apr63; KK173288.
- AMERICAN GREASE STICK CO.** See A. G. S. Co.
- AMERICAN HOSPITAL SUPPLY CORP. ©**
The capping ceremony. Illus.: Signed: Tom Hoyne. © 25Nov62; KK173605.
- AMERICAN MACHINE & FOUNDRY CO. ©**
This Christmas bowl 'em over with accessories by AMF. Sharon Ritchie, former Miss America. (In Look, Dec. 20, 1960, p.103) Appl. author: George Hawkins. © 20Dec60; KK172657.
- AMERICAN MACHINE & FOUNDRY CO. PARAGON ELECTRIC CO., INC.** See PARAGON ELECTRIC CO., INC.
- AMERICAN MUTUAL LIABILITY INSURANCE CO. ©**
Here's a man who delivers under pressure. [Endorsed by Harry P. Heubner] (In Business week, Mar. 2, 1963, p.33) © 1Mar63; KK172186.
I appreciate a man with drive; how American Mutual's sustained effort helped Davidson cut workmen's compensation costs. (In Newsweek, May 13, 1963, p.18) © 7May63; KK173784.
I like a man who comes prepared. [Endorsed by Ellison S. McKissick, Jr.] (In Newsweek, June 10, 1963, p.20) © 4Jun63; KK173982.
I like a man who gets things straight. [Endorsed by Gordon E. Reynolds] (In Business week, Jan. 5, 1963, p.27) © 4Jan63; KK172190.
I like a man who plans ahead. [Endorsed by H. S. Rogers] (In Business week, Feb. 2, 1963, p.33) © 1Feb63; KK172188.
I like a man who plans ahead. [Endorsed by Henry S. Rogers] (In Engineering news-record, Nov. 8, 1962, p.48-49) © 6Nov62; KK170961.
I like a man who stays one step ahead. [Endorsed by Carl R. Langer] (In Construction methods, Feb. 1963, p.73) © 10Feb63; KK172187.
I like a tough man. [Endorsed by John T. Benton, Jr.] (In Engineering news-record, June 6, 1963, p.16) © 4Jun63; KK173981.
These men help keep us on our toes. [Endorsed by Merton C. Soule] (In Construction methods, Jan. 1963, p.62) © 10Jan63; KK172189.
These men help us to help ourselves. [Endorsed by John M. Cheatham] (In Business week, Nov. 24, 1962, p.68) © 23Nov62; KK170960.
We count on competence. [Endorsed by Ernest Henderson] (In The Boston globe, Jan. 6, 1963, p.2B) © 6Jan63; KK170959.
We count on competence; how American Mutual's world of experience helps protect the world of Sheraton. (In Business week, Mar. 30, 1963, p.33) © 29Mar63; KK173783.
- AMERICAN OIL CO. ©**
Barney Oldfield, the speed king. (In Life, Mar. 22, 1963, p.R6-R7) © 20Mar63; KK173219.
Here's how the new, exclusive American Farm Fuels Final/Filter protects your engines from water, dust, dirt, & rust. (In Idaho farmer, Mar. 7, 1963, p.22) NM: illus. & text. © 6Mar63; KK172321.

AMERICAN OIL CO.-Con.

Here's how the new exclusive American farm fuels final filter protects your engines from water, dust, dirt and rust. (In Successful Farming, Mar. 1963, p.9) © 1Mar63; KK172009.

Here's why you need the American farm fuels final filter. (In Idaho farmer, Feb. 7, 1963, p.18-19) NM: revision. © 7Feb63; KK171861.

Here's why you need the American farm fuels final filter. (In Prairie Farmer, Ill. ed., Feb. 2, 1963, p.24-25) © 2Feb63; KK171783.

The inside story of the exclusive American Farm Fuels Final/Filter. (In Prairie farmer, Illinois ed., May 4, 1963, p.68) © 1May63; KK173354.

Next stop, immortality. Illustration: The Lincoln-Douglas debate. (In Readers digest, June 1963, p.24D & E) © 15May63; KK173617.

Run for the money. Standard. (In The Reader's digest, Apr. 1963, p.180F-180G) © 22Mar63; KK172385.

AMERICAN OIL CO. STANDARD OIL DIVISION. ©

Thirty minutes to freedom. Battle of New Orleans. (In The Reader's digest, Feb. 1963, p.236B-236C) © 15Jan63; KK171649.

A time to remember, the Alamo. (Americana, one of a series) (In Life, Jan. 25, 1963, p.8-9) © American Oil Co. (In notice: Standard Oil Division, American Oil Co.); 23Jan63; KK171076.

AMERICAN PETROFINA. ©

If you're driving down the road and you see a Fina station and it's on your side ... please stop in. (In Dallas times herald, Nov. 6, 1962, p.A3) Appl. author: Weiner & Gosage, Inc. © 26Nov62; KK172831.

AMERICAN POTATO CO. ©

Magic, instant Idaho russet mashed potato, with milk. Net wt. 5 1/2 lbs. Appl. author: Frank Colvan. © 19Jan63; KK171837.

New improved instant Whipp Idaho Russet mashed potato. Net weight 3 1/2 lbs. Appl. author: Frank Colvan. © 26Jan63; KK171455.

New, improved, instant Whipp, Idaho russet mashed potato. 6 lbs. net wt. Appl. author: Frank Colvan. NM: editorial material. © 28Sep62; KK171836.

AMERICAN REPUBLIC INSURANCE CO. ©

About your special whole life insurance protection included in your Tailored protection plan. Appl. author: William J. Fick. © 10Apr63; KK173731.

The secret of buying hospital insurance that pays. A thought-provoking statement about health care the American way. Appl. author: Bruce B. Brewer & Co. NM: additional text. © 8Jun63; KK174217.

The secret of buying hospital insurance that pays. (In Saturday evening post, Apr. 6, 1963, p.69) Appl. author: Bruce B. Brewer & Co. NM: additions. © 6Apr63; KK173304.

Special whole life insurance. Appl. author: William J. Fick. © 2Apr63; KK173894.

AMERICAN ROAD EQUIPMENT CO. ©

Jack-of-all-jobs saves Jack on all jobs. American Econmobile 620. (In Contractors and engineers, Feb. 1963, p.152) © 5Feb63; KK171800.

Precision movement lickety-split. American Econmobile. (In Contractors and engineers, Apr. 1963, p.148) © 3Apr63; KK173272.

Two are better than one when you're saving money. Econmobile 620. (In Contractors and engineers, Jan. 1963, p.102) © 2Jan63; KK171759.

AMERICAN SAFETY RAZOR CO. ©

It's here, the new Pal razor created from a single sweep of stainless steel. (In Life, Nov. 16, 1962, p.4 of cover) Appl. author: Benton & Bowles, Inc. © 12Nov62; KK172036.

AMERICAN SEATING CO. ©

New edge-guard Amerex top. © 7Jan63; KK171040.

AMERICAN STERILIZER CO. ©

Amsco-Excel 48" medicine station. Appl. author: Gordon S. Altman. © 4Mar63; KK172086.

Amsco laboratory freeze dryer, model L-3. Appl. author: Gordon S. Altman. © 15Dec62; KK170912.

Amsco portaclave, the completely portable, highly versatile, full size pressure steam sterilizer. Appl. author: Gordon S. Altman. © 24Dec62; KK170913.

Amsco's simplified urological irrigation system. Appl. author: Gordon S. Altman. © 22Apr63; KK173695.

60" Amsco-Excel medicine station. Appl. author: Gordon S. Altman. © 4Mar63; KK172085.

AMERICAN TOBACCO CO. ©

Extra, extra, extra; Pall Mall no.1 in vending machine sales 5th straight year. (In Vend, Apr. 1, 1963, p.30) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 1Apr63; KK172716.

Get Lucky ... give Luckies in the handsomest holiday carton of all. Lucky Strike. Christmas carton. (In The Progressive farmer, Dec. 1962, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Nov62; KK171379.

Get Lucky, play crazy questions. The answer: A lot of bunk. Lucky Strike cigarettes. (In Fresno State College collegian, Mar. 25, 1963) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Mar63; KK173197.

Get Lucky, play crazy questions. The answer: a magnetic pole. (In University of Southern California daily trojan, Apr. 2, 1963, p.4) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2Apr63; KK173803.

Get Lucky, play crazy questions. The answer: After the ball is over. Lucky Strike cigarettes. (In Chicago Illini, Oct. 29, 1962, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Oct62; KK171358.

Get Lucky, play crazy questions. The answer: BMOG. Lucky Strike cigarettes. (In Chicago Illini, Dec. 3, 1962, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3Dec62; KK171355.

Get Lucky, play crazy questions. The answer: Chinese checkers. Lucky Strike cigarettes. (In The Denver clarion, Nov. 13, 1962, p.6) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Nov62; KK171356.

Get Lucky, play crazy questions. The answer: Florida keys. Lucky Strike cigarettes. (In University of Connecticut daily campus, Jan. 7, 1963) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7Jan63; KK172761.

Get Lucky, play crazy questions. The answer: Freudian slip. Lucky Strike cigarettes. (In West Virginia State College yellow jacket, Feb. 11, 1963) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 11Feb63; KK173196.

Get Lucky, play crazy questions. The answer: Stretch pants. Lucky Strike cigarettes. (In University of Illinois Illini, Mar. 11, 1963) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 11Mar63; KK172763.

Get Lucky, play crazy questions. The answer: The North Pole. Lucky Strike cigarettes. (In University of Florida alligator, Feb. 26, 1963) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Feb63; KK172762.

Get Lucky, the taste to start with, the taste to stay with. Lucky Strike cigarettes. [Skiers by fireplace] (In Ebony, Feb. 1963, p.11) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Jan63; KK171357.

Get Lucky, the taste to start with, the taste to stay with. Lucky Strike cigarettes. [Tennis scene] (In Ebony, May 1963, p.39) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 16Apr63; KK172766.

Get Lucky, the taste to start with, the taste to stay with. Lucky Strike cigarettes. [Trout fishing scene] (In Grit, Apr. 7, 1963) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7Apr63; KK172765.

Get Lucky, the taste to start with, the taste to stay with. Lucky Strike cigarettes. [Two male skiers] (In Field & stream, Jan. 1963, p.18) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24Dec62; KK171378.

Get Lucky, the taste to start with, the taste to stay with. Outboard boat. (In Ebony, Mar. 1963, p.47) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Feb63; KK171911.

Get Lucky, the taste to start with, the taste to stay with. [Outboard boat scene] (In Ebony, May 1963, p.47) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Feb63; KK171911.

Get Lucky, the taste to start with, the taste to stay with. Skeet shoot fly tying. (In Popular science, Mar. 1963, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Feb63; KK172591.

Get Lucky, the taste to start with, the taste to stay with. State troopers. (In Grit, Feb. 10, 1963) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Feb63; KK172590.

Hungry for flavor? Tareyton's got it. [Actors in amphitheater] (In The Indiana statesman, Apr. 3, 1963, p.5) Appl. author: L. C. Gumbinner Advtg. Agency. © 3Apr63; KK173620.

Hungry for flavor? Tareyton's got it. Flavor you never thought you'd get from any filter cigarette. [Girl in sweater pulling cigarette from pack] (In Time, Mar. 8, 1963, p.35) Appl. author: L. C. Gumbinner Advertising Agency. © 5Mar63; KK172377.

Hungry for flavor? Tareyton's got it. Flavor you never thought you'd get from any filter cigarette. [Large head, man's] (In Ebony, Nov. 1962, p.35) Appl. author: L. C. Gumbinner Advertising Agency. © 16Oct62; KK171951.

AMERICAN TOBACCO CO.-Con.

- Hungry for flavor? Tareyton's got it. [Girl in scarf] (In Time, May 24, 1963, p.36) Appl. author: L. C. Gumbinner Advertising Agency. © 21May63; KK173920.
- Hungry for flavor? Tareyton's got it. [Girl in sweater pulling cigarette out of package] (In TV guide, Feb. 16-22, 1963, p.2 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 13Feb63; KK172223.
- Hungry for flavor? Tareyton's got it. (In Ebony, June 1963, p.71) Appl. author: L. C. Gumbinner Advtg. Agency. © 16May63; KK173509.
- Hungry for flavor? Tareyton's got it. (In TV guide, May 11-17, p.3 of cover) Appl. author: L. C. Gumbinner Advtg. Agency. © 8May63; KK173513.
- Hungry for flavor? Tareyton's got it. (In The Plainsman, p.3) Appl. author: L. C. Gumbinner Advertising Agency. © 6Mar63; KK172994.
- Hungry for flavor? Tareyton's got it. (In Time, Apr. 5, 1963, p.35) Appl. author: L. C. Gumbinner Advtg. Agency. © 2Apr63; KK173075.
- Hungry for flavor? Tareyton's got it. Large head of man. (In The Indianapolis news, Oct. 17, 1962, p.25) Appl. author: L. C. Gumbinner Advtg. Agency. © 17Oct62; KK170745.
- Hungry for flavor? Tareyton's got it. [Man in opened neck shirt, lighting cigarette] (In This week magazine, Jan. 13, 1963, p.3) Appl. author: L. C. Gumbinner Advertising Agency. © 13Jan63; KK171102.
- Hungry for flavor? Tareyton's got it. [Pack in right hand corner, girl's head] (In Ebony, Apr. 1963, p.61) Appl. author: L. C. Gumbinner Advertising Agency. © 19Mar63; KK172177.
- Hungry for flavor? Tareyton's got it. Roman historian. (In Connecticut daily campus, p.7) Appl. author: L. C. Gumbinner Advertising Agency. © 26Feb63; KK172993.
- Hungry for flavor? Tareyton's got it. Roman hunter. (In Forty-niner, Long Beach State College, Jan. 8, 1963, p.12) Appl. author: L. C. Gumbinner Advertising Agency. © 8Jan63; KK171103.
- Hungry for flavor? Tareyton's got it. Roman orator. (In Kansas State collegian, Nov. 6, 1962, p.3) Appl. author: L. C. Gumbinner Advtg. Agency. © 6Nov62; KK170740.
- Hungry for flavor? Tareyton's got it. Roman swimmer. (In The Denver clarion, University of Denver, Feb. 5, 1963, p.6) Appl. author: L. C. Gumbinner Advertising Agency. © 5Feb63; KK171934.
- Hungry for flavor? Tareyton's got it. Tareyton's dual filter in duas partes divisa est. Latin cartoon-Roman cheer leader. (In New York University heights daily news, Apr. 23, 1963, p.3) Appl. author: L. C. Gumbinner Advtg. Agency. © 23Apr63; KK173619.
- Pall Mall's natural mildness is so good to your taste. [Girl lying in grass smoking cigarette] (In True, July 1963, p.28) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 18Jun63; KK174171.
- Pall Mall's natural mildness is so good to your taste. [Girl with cigarette lying in grass] (In Look, Feb. 12, 1963, p.49) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 29Jan63; KK171280.
- Pall Mall's natural mildness is so good to your taste. (In Argosy, June 1963, p.22) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 20May63; KK173798.
- Pall Mall's natural mildness is so good to your taste. (In Field & Stream, Apr. 1963, p.46) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 25Mar63; KK173268.
- Pall Mall's natural mildness is so good to your taste. (In Look, Jan. 29, 1963, p.31) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 15Jan63; KK171088.
- Pall Mall's natural mildness is so good to your taste. (In Playboy, May 1963, p.64) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 16Apr63; KK173267.
- Pall Mall's natural mildness is so good to your taste; so smooth, so satisfying, so downright smokeable. (In Look, Mar. 12, 1963, p.39) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 26Feb63; KK172055.
- Quality. Herbert Tareyton. 5 packs. (In Chicago Stadium review, Feb. 18, 1963) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Feb63; KK172725.
- They've put the menthol in the tip, not in Montclair's fine tobacco. (In The Commercial appeal, May 21, 1963, p.3) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 21May63; KK173772.
- They've put the menthol in the tip, not in Montclair's fine tobacco. (In The Indianapolis news, Apr. 23, 1963, p.5) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 23Apr63; KK173241.
- Two fine products of The American Tobacco Co., sponsors of Dodger baseball on radio and TV, Lucky Strike cigarettes & Tareyton. (Los Angeles Dodgers 1963 souvenir yearbook, p.2 of cover) Appl. author: Lawrence C. Gumbinner Advertising Agency. © 1Apr63; KK172992.
- Why didn't somebody do it before? For the first time, the menthol's in the tip, where it belongs. Montclair modern cigarettes. (In New York herald tribune, Apr. 3, 1963, p.11) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. NM: revision. © 3Apr63; KK172734.

AMICO IMPORT.

- All sports show, trophy automatic lighters by Amico, hand painted. © Exhibit Sales Co., a partnership composed of Phillip I. Greenspan, Samuel Mickelberg, Albert Barkin & William Lowenthal d.b.a. Amico Import; 10Mar63 (in notice: 1962); KK173141.
- National dog show by Almeo. Automatic lighters. © Exhibit Sales Co. d.b.a. Amico Import; 21Aug62; KK171028.
- National horse show automatic lighters by Amico, each a blue ribbon champion. © Exhibit Sales Co. a partnership composed of Phillip I. Greenspan, Samuel Mickelberg, Albert Barkin & William Lowenthal d.b.a. Amico Import; 10Mar63; KK173142.

ANCIENT AGE DISTILLING CO. ©

- Every one a winner, America's largest selling 6 year old Kentucky bourbon. (In Baltimore news-post, Apr. 30, 1963, p.8C) Appl. author: Otto Kleppner. © 30Apr63; KK173678.
- Heralding a limited edition of the ultimate, rich, rare old bourbon. Now, a rare opportunity. (In The Coeur d'Alene press, Mar. 1, 1963, p.8) Appl. author: Otto Kleppner. © 1Mar63; KK172769.
- Heralding a limited edition of the ultimate, rich, rare old bourbon. Ten long years ago. (In The Albany herald, Mar. 20, 1963, p.3B) Appl. author: Otto Kleppner. © 20Mar63; KK172768.
- Heralding a limited edition of the ultimate, rich, rare old bourbon ancient Ancient Age, full ten, 10, years old. (In Liquor store, Jan. 1963, p.11) Appl. author: Otto Kleppner. © 1Jan63; KK171592.
- How oats make your eggs taste better. \$500. in prizes awarded each month. (In Sports afield, May, 1963, p.3) Appl. author: Otto Kleppner. © 1May63; KK173331.
- How to become a seasoned woodsman. \$500.00 in prizes awarded each month. (In Sports afield, Oct. 1962, p.5) Appl. author: Otto Kleppner. © 1Oct62; KK170819.
- How to make a hit with a snake. \$500.00 in prizes awarded each month. (In Sports afield, Sept. 1962, p.5) Appl. author: Otto Kleppner. © 1Sep62; KK170809.
- How to make the late show pay off in the morning; America's largest selling 6 year old Kentucky bourbon. Sports idea contest. (In Sports afield, Mar. 1963, p.9) Appl. author: Otto Kleppner. © 1Mar63; KK172101.
- How to manicure your shotgun. \$500.00 in prizes awarded each month. (In Sports afield, Dec. 1962, p.3) Appl. author: Otto Kleppner. © 1Dec62; KK170808.
- How to put the squeeze on fishy odors. Sports idea contest. (In Sports afield, Apr. 1963, p.79) Appl. author: Otto Kleppner. © 1Apr63; KK172930.
- How to spruce up in the woods. \$500.00 in prizes awarded each month. (In Sports afield, Nov. 1962, p.7) Appl. author: Otto Kleppner. © 1Nov62; KK170817.
- If you can find a better bourbon, buy it. [Floating balloons] (In New Orleans times-picayune, Feb. 25, 1963, section 4, p.10) Appl. author: Otto Kleppner. © 25Feb63; KK172770.
- If you can find a better bourbon, buy it. (In The Denver post, Mar. 15, 1963, p.48) Appl. author: Otto Kleppner. © 15Mar63; KK172932.
- If you can give a better bourbon, give it. Ancient Age. (In Look, Dec. 20, 1960, p.59) Appl. author: Doyle Dane Bernbach, Inc. © 20Dec60; KK172589.
- If you can give a better bourbon, give it; here ... 6 year old Kentucky bourbon. (In The Washington post, Dec. 5, 1962, p.A8) Appl. author: Otto Kleppner. © 5Dec62; KK172100.
- If you can give a better bourbon, give it. [Woman holding bottle & boxes] (In Life, Dec. 14, 1962, p.50) Appl. author: Otto Kleppner. © 14Dec62; KK172775.
- Just peachy. (In The Atlanta journal, Mar. 13, 1963, p.20) Appl. author: Otto Kleppner. © 13Mar63; KK172773.
- Look, a great bourbon, a great buy. (In The Washington post, Nov. 19, 1962, p.A20) Appl. author: Otto Kleppner. © 19Nov62; KK172771.
- Look, Ancient Age bourbon now 8 years old. (In Idaho State journal, Oct. 24, 1962, p.10) Appl. author: Otto Kleppner. © 24Oct62; KK171917.
- Look, if you can find a better bourbon, buy it. (In The Evening bulletin, Philadelphia, Feb. 13, 1963, p.G59) Appl. author: Otto Kleppner. © 13Feb63; KK173421.
- What do you look for in a bourbon? (In The Beverage journal, Mar. 1963, p.12-13) Appl. author: Otto Kleppner. © 1Mar63; KK172772.

ANDERSON CO. ©

- Anco all-season windshield washer solvent. (Weatherly index 702) © 25Jun62; KK171688.

- Anco anti wind-lift push button refills. Stock no.618. 5 pairs, 10 refills, 18 inch. © 24Oct62; KK171690.
- Anco anti wind-lift push button refills. Stock no.618. Pair 18 inch AWL refills. © 24Oct62; KK171691.
- Anco check sheet; Anco blade, refill and arm replacement for windshield wipers on passenger cars. (Weatherly index 230) © 30Nov62; KK171689.
- Anco red dot anti wind-lift windshield wiper blades. Stock no.818. 5 pairs, 10 blades 18 inch. © 18Oct62; KK171693.
- Anco Red-Dot anti wind-lift wiper blades. © 28Sep62; KK171014.
- Anco red dot anti wind-lift wiper blades. Stock no.818. Pair 18 inch anti wind-lift blades. 18Oct62; KK171692.
- Anco windshield wiper hose for all wiper motors and windshield washers. New Anco hose rack, stock no.1499. © 22Jun62; KK171016.
- Application for refunding package for New Anco windshield wiper hose rack. Stock no.1499. © 25Jun62; KK171686.
- Mail now, this valuable prepaid sales help requisition. New Anco anti wind-lift wiper blades. © 50Oct62; KK171012.
- Mr. Anco dealer: dress up your Anco servisseller stand with a set of new plastic weatherproof posters, for added profit. Anco windshield wiper blades and arms. © 3Dec62; KK171013.
- New Anco anti wind-lift wiper blades, refillable, harness the wind. Exclusive airfoil bridge. © 50Oct62; KK171015.
- New from Roton; the Designers roton unit, a push pull linear actuator in a compact package ready for quick installation. © 28May62; KK171687.
- ANDREASEN, SIGURD J. See BOWIE MACHINE WORKS, INC.
- ANGOSTURA-WUPPERMANN CORP. ©
A barkeep who lives in Denora, has no head to hold his fedora, 'cause a drink he once made for a man with a blade had liquor but no Angostura. (In Club management, Feb. 1963, p.55) Appl. author: Foote, Cone & Beiding. © 1Feb63; KK173675.
- Just a subtle reminder, friend, customers want Angostura in manhattans. (In Club management, Mar. 1963, p.121) Appl. author: Foote, Cone & Beiding. © 1Mar63; KK173674.
- ANHEUSER BUSCH, INC. ©
August A. Busch, Jr., makes an import announcement to the people of California. (In Los Angeles herald-examiner, Mar. 25, 1963, p.C-12) Appl. author: William Spencer. © 25Mar63; KK174137.
- Clear and bright as mountain air. A new kind of beer so right for California living. Busch Bavarian beer. (In Los Angeles times, Apr. 17, 1963, p.17) Appl. author: William Spencer. © 17Apr63; KK173158.
- Lift a snow-capped glass; Busch Bavarian beer. (In Los Angeles times, May 1, 1963, p.17) Appl. author: William Spencer. © 1May63; KK174138.
- Now brewed in California by America's leading brewer, Busch Bavarian. (In Los Angeles herald-examiner, Apr. 1, 1963, p.A-15) Appl. author: William Spencer. © 1Apr63; KK174136.
- ANODYNE, INC. ©
Lifetime jewelry. (In Industrial design, Oct. 19, 1962, p.21) © 19Oct62; KK170725.
- ANSON (ART) INC. ©
Catalog of amusing items. 12 p. Appl. author: Arthur H. Anson. © 9Jan63; KK170994.
- ANSUL CHEMICAL CO. ©
Ansar; 184. Disodium methlarsonate. © 7Jan63; KK172351.
- ANTI-HYDRO WATERPROOFING CO. ©
Accello regulates concrete and mortars. Appl. author: Mortimer W. Meyer. © 15Jan63; KK172212.
- Finishing exposed concrete, Anti-hydro. The Hausling system. Appl. author: Mortimer W. Meyer. © 15Nov62; KK172213.
- Produce tough dustless floors. Appl. author: Mortimer W. Meyer. © 15Apr63; KK173948.
- Shotcrete waterproofing specification. Appl. author: Mortimer W. Meyer. © 15Jan63; KK173401.
- Stucco specifications. Anti-hydro. The Hausling system. Appl. author: Mortimer W. Meyer. © 15Dec62; KK172214.
- APON RECORD CO., INC. ©
Beseda, Czechoslovak national dance. Apon 2478. © 10Feb63; KK171821.
- Holiday in Bohemia. Famous Bohemian polkas of golden 30's. Apon-2476. © 15Jan63; KK171295.
- Memories of Prague; selection of famous Czech tunes of golden 30's. Apon-2477. © 15Jan63; KK171294.
- APPLIQUE CREATIONS, INC. ©
New color appliques, iron on or sew on. © 8Apr63; KK172814.
- AQUARIUM SUPPLY CO., INC.
Permalife Brilliancy, liquid color tone, adds dramatic beauty & color to your fish. © Aquarium Supply Co., Inc., division of Sternco Industries, Inc.; 15Apr63; KK173705.
- AQUARIUMS, INC. ©
Junior Aquarist aquarium set, everything needed to get started. (Catalog no.3016) © 1Jun63; KK174270.
- Junior Aquarist gift certificate for your first pair of tropical fish. © 12Jun63; KK174045.
- ARCHITECTURAL MANUFACTURING CO. OF AMERICA.
Amcoa Ardec; architectural aluminum systems for decorating, solar screening and modernization. © Shower Door Co. of America (in notice: Architectural Manufacturing Co. of America); 1Nov62; KK171133.
- Amcoa Arm-R-Clad architectural tempered glass panels. Appl. author: Robert Robbins. © Shower Door Co. of America (in notice: Architectural Manufacturing Co. of America); 1Nov62; KK171132.
- ARDEN (ELIZABETH) SALES CORP.
167 days of foggy, foggy dew can't claim all the credit for beautiful English complexions. (In Vogue, Mar. 1, 1963, p.49) © Elizabeth Arden a.a.d.o. Elizabeth Arden Sales Corp.; 25Feb63; KK172144.
- Sheik, a lip shade only the chic will know. (In Vogue, Jan. 15, 1963, p.22) © Elizabeth Arden a.a.d.o. Elizabeth Arden Sales Corp.; 10Jan63; KK171168.
- ARMOUR AND CO. ©
Dial soap's \$50,000 who's which game, just match the people shown here with their real jobs. (In Life, Sept. 22, 1961, p.136-137) Appl. author: Terry Burnside. © 22Sep61; KK173004.
- World's first instant sweepstakes, and Dial lets you know right now if you're a winner. (In The Saturday evening post, Apr. 13, 1963, p.5-6) Appl. author: Richard W. Root. © 13Apr63; KK173005.
- ARMSTRONG HYDRAULICS CORP. ©
If your odometer reads 2000/1 miles or more it's 10 to 1 you need new shocks. Appl. author: Stevens & Kirkland, Inc. © 9Jan63; KK173024.
- Now, dial the ride you want, Armstrong adjustaride shock absorbers. Appl. author: Stevens & Kirkland, Inc. © 3Jan63; K173023.
- ARMSTRONG HYDRAULICS, INC. ©
The inside facts about shock absorbers and how they affect your safety, your driving, your pocketbook. Appl. author: Stevens & Kirkland, Inc. © 8Feb63; KK173022.
- ARNOLD BAKERS, INC. ©
Butter-milk rye, large family 2 pounds. © 15May63; KK173788.
- Fun Bun. 6 sliced. © 25Jun63; KK174296.
- Toasting muffins; golden egg. Net wt. 8 ounces. © 26Feb63; KK172014.
- ART IN BRONZE CO.
Plaques, tablets, letters, memorials, honor rolls, sculptured designs. A. I. A. file no.15-R-1. Appl. author: Robert W. Loos. © Art in Bronze Co., division of Wooster Products, Inc.; 28Jan63; KK171610.
- ASSOCIATED BLUE LAKE GREEN BEAN CANNERS, INC. ©
Cool nights, warm days and lakes of fresh water make Mr. Blue Lake variety green beans...the snappiest bean to stay that way on the steam table. (In American restaurant hospitality magazine, Feb. 1963, p.23) © 1Feb63 (in notice: 1962); KK173030.
- Lakes of water, abundant rainfall and irrigation...Mr. Blue Lake variety green beans from Oregon and Washington tender and juicy and meaty. (In American restaurant hospitality magazine, Mar. 1963, p.77) © 1Mar63 (in notice: 1962); KK173029.
- Mr. Blue Lake green beans, country style. (In Family circle, Jan. 1963, p.62) © 18Dec62; KK171952.
- Warm days, cool nights and lakes of fresh water make the Mr. Blue Lake variety green beans from Oregon & Washington the one green bean that holds flavor. (In American restaurant hospitality, Jan. 1963, p.25) © 1Jan63 (in notice: 1962); KK171953.
- Warm days, cool nights and lakes of water. Mr. Blue Lake green beans. (In Restaurant management, Dec. 1962, p.21) © 1Dec62; KK172512.
- ATLAS SUPPLY CO. ©
More rubber at work, Atlas Plycron tire. (In Parade, Apr. 7, 1963) Appl. author: McCann-Erickson, Inc. © 7Apr63; KK173244.
- Wherever you go, go with new Atlas Plycron Tires; more rubber at work. (In This week, May 12, 1963) Appl. author: McCann-Erickson, Inc. © 12May63; KK174094.
- AUDIO FIDELITY, INC. ©
Big band bossa nova; Oscar Castro-Neves & his orchestra. [Record jacket] AFSD 5983. © 2Nov62; KK171515.
- Big dance band sound, Bobby Christian & his orchestra. [Record jacket] DS 4603. © 2Nov62; KK171521.

AUDIO FIDELITY, INC.-Con.

- Big top carousel band organ recorded out of doors. Featuring the Wurlitzer Band Organ at Paul Eakins' Gay 90s Village. AFSD 5987. © 1Apr63; KK173874.
- Big top circus calliope recorded out of doors. Featuring the Wurlitzer Calliolo at Paul Eakins' Gay 90s Village. AFSD 5986. © 1Apr63; KK173875.
- The Bossa Tres 3. AFSD 5988. © 1Apr63; KK173873.
- The country & western sound of jazz pianos. Steve Kuhn & Toshiko Akiyoshi, duo pianists. DS 6308. © 1Mar63; KK172683.
- El Debke; Naif Agby & his orchestra; music of the Middle East. [Record jacket] AFSD 5980. © 2Nov62; KK171516.
- Desafinado, one note samba no more blues; Orchestra Saxsambistas Brasileiros, designed for dancing. [Record jacket] DS 6304. © 2Nov62; KK171519.
- Fantastic, honky tonk player barroom piano, featured at Paul Eakins' Gay 90s Village, Sikeston, Missouri. AFSD 5985. © 1Mar63; KK172690.
- Hey-Lylee and other rousers, Levee Loungers, at the Golden Garter. [Record jacket] AFSD 5977. © 2Nov62; KK171518.
- How low can you go? Roz Croney, queen of the limbo. DS 6309. © 1Mar63; KK172686.
- The irresistible Gospel Chords. DS 6305. © 1Mar63; KK172687.
- Jazz Impressions, Walt Dickerson Quartet. Lawrence of Arabia. DS 6313. © 1Apr63; KK173876.
- Movie theme hits; Jo Basile, his accordion and orchestra. [Record jacket] AFSD 5979. © 2Nov62; KK171517.
- Nuclear powered aircraft carrier sound effects; CVA(N) Enterprise. DFS 7014. © 1Mar63; KK172682.
- Paris with love. Jo Basile, his accordion & orchestra. AFSD 5938. © 1Mar63; KK172681.
- The rhythm and the sound of Bossa Nova, featuring Miltoninho, Brazil's greatest drummer, & the Oscar Castro Neves Orchestra. AFSD 5984. © 1Mar63; KK172689.
- Sound effects, volume 4. DFS 7015. © 1Mar63; KK172688.
- Steel band limbo twist, recorded in Trinidad. [Record jacket] DS 4602. © 2Nov62; KK171520.
- Sunday afternoon with Babs Gonzales at Small's Paradise. DS 6311. © 1Apr63; KK173877.
- Teri Thornton sings Somewhere in the night. DS 6306. © 1Mar63; KK172684.
- West side story bossa nova. Bill Barron Orchestra. DS 6312. © 1Apr63; KK173872.
- You ain't heard nothin' yet. Sal Salvador. DS 6307. © 1Mar63; KK172685.
- AURORA CASKET CO., INC. ©**
Here's a versatile interior consisting of four delicate designs available in the center panel. (In Aurora, Feb. 1963, p.3) © 1Feb63; KK172156.
- AURORA PLASTICS CORP. ©**
American privateer Corsair all plastic assembly kit. (Kit No.433-198) NM: revision. © 20Nov62 (in notice: 1963); KK172838.
- Atomic sub SSN Skipjack all plastic assembly kit. (Kit No.711-98) NM: revision. © 20Nov62; KK172835.
- Cutty Sark, all plastic assembly kit. (Famous Aurora ships, kit no. 432-198) © 2May63; KK173710.
- 45,000 ton British battleship, HMS King George V; all plastic assembly kit. (Kit No.712-149) NM: revision. © 20Nov62; KK172837.
- Heavy cruiser, Baltimore class, USS St. Paul, all plastic assembly kit. (Kit no.703-98) © 20Nov62; KK173042.
- SSN Sea Wolf atomic powered guided missile submarine. Scale model all plastic assembly kit. (Kit No.706-98) NM: revision. © 20Nov62; KK172836.
- XKE Jag, 1/25 scale convertible, complete with optional hardtop. Super detailed all plastic assembly kit with chrome parts. (Famous Aurora sports cars, kit no.567-149) © 22Mar63; KK173711.
- AUSTIN, NICHOLS & CO., INC. ©**
As long as you're up get me a Grant's. Blended Scotch whisky. [Man seated with typewriter on knees at beach resort] (In Playboy, May 1963, p.192-193) © 16Apr63; KK174114.
- As long as you're up, get me a Grant's. Blended Scotch whisky. [Resort scene] (In Time, Mar. 1, 1963, p.M5) © 1Mar63; KK173697.
- As long as you're up, get me a Grant's. [Man in easy chair surrounded by Christmas packages] Stand Fast blended scotch whiskey. (In The New Yorker, Dec. 8, 1962, p.114-115) © 8Dec62; KK171213.
- As long as you're up sell up to Grant's 8. Blended Scotch whisky. (In Beverage media, Mar. 1963, p.14) © 25Apr63; KK174113.
- Please remember. Chauvenet. (In Culinary review, Nov. 1962, p.23) © 20Nov62; KK171853.
- Un rappel. Chauvenet. (In France-Amerique, Oct. 7, 1962, p.18) © 7Oct62; KK171852.
- What competes with Chauvenet Red Cap? Nothing. (In Package store management, Oct. 1962, p.5) © 15Oct62; KK171854.
- AUTOMOTIVE DISTRIBUTORS, INC. ©**
Automotive distributor associate franchise agreement. © 1May63; KK173482.
- AUTOMOTIVE RUBBER CO., INC. ©**
New Arco Contro-Flo Butterfly Valves. (Bulletin C-563) © 6May63; KK174240.
- New Arco drip-tite resilient-seated Butterfly Valves. (Bulletin B-563) © 6May63; KK174239.
- AUTOPOINT CO. ©**
The new look of America's most popular memo case, no.210, now no.220. Appl. author: James M. Edwards. © 19Jan63; KK171077.
- AVIS, INC. ©**
Any company that owns its car fleet should have its books examined. (In The Wall Street Journal, Mar. 12, 1963, p.16) Appl. author: Doyle Dane Bernbach, Inc. © 12Mar63; KK172897.
- Avis can't afford dirty ashtrays. (In San Francisco chronicle, Mar. 11, 1963, p.44) Appl. author: Doyle Dane Bernbach, Inc. © 11Mar63; KK172903.
- Avis can't afford dirty ashtrays. (In Time, Mar. 15, 1963, p.69) Appl. author: Doyle Dane Bernbach, Inc. © 13Mar63; KK173550.
- Avis can't afford smudged mirrors. (In Business week, Mar. 30, 1963, p.4) Appl. author: Doyle Dane Bernbach, Inc. © 27Mar63; KK172907.
- Avis can't afford thirsty radiators. (In Chicago tribune, May 27, 1963, section 1A, p.8) Appl. author: Doyle Dane Bernbach, Inc. © 27May63; KK174162.
- Avis can't afford to goof on reservations. (In Interline reporter, Apr. 15, 1963, cover) Appl. author: Doyle Dane Bernbach, Inc. © 12Apr63; KK173552.
- Avis can't afford to goof on reservations. (In Travel weekly, Feb. 19, 1963, p.45) Appl. author: Doyle Dane Bernbach, Inc. © 17Feb63; KK172019.
- Avis can't afford to skip the tires. (In Chicago tribune, Apr. 29, 1963, p.2, sec. 1A) Appl. author: Doyle Dane Bernbach, Inc. © 29Apr63; KK173555.
- Avis can't afford unwashed cars. (In Business week, Feb. 16, 1963, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 14Feb63; KK172018.
- Avis can't afford unwashed cars. (In Globe democrat, St. Louis, Feb. 18, 1963, p.10A) Appl. author: Doyle Dane Bernbach, Inc. © 16Feb63; KK173302.
- Avis can't afford unwashed cars. (In Official airline guide, North American ed., Apr. 1963, p.4 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 28Mar63; KK173489.
- Avis can't afford worn wipers. (In San Francisco chronicle, Apr. 15, 1963, p.14) Appl. author: Doyle Dane Bernbach, Inc. © 15Apr63; KK173559.
- Avis has over 8500 good cars to rent, all through Europe, Great Britain and Ireland. (In Travel weekly, Mar. 26, 1963, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 24Mar63; KK173548.
- The Avis rent a car idea. (In Herald tribune, European ed., Mar. 12, 1963, p.3. Paris) Appl. author: Doyle Dane Bernbach, Inc. © 12Mar63; KK172909.
- The Avis rent a car idea. (In Newsweek, Feb. 25, 1963, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 23Feb63; KK172139.
- The Avis rent a car idea; just put down the price of a local call. (In Herald tribune, Feb. 26, 1963, p.3. Paris) Appl. author: Doyle Dane Bernbach, Inc. © 26Feb63; KK172899.
- The Avis rent a car idea: we have the keys to over 8,500 good cars. (In Newsweek, Apr. 8, 1963, p.43) Appl. author: Doyle Dane Bernbach, Inc. © 6Apr63; KK172910.
- 5 solutions to the company car problem. Appl. author: Doyle Dane Bernbach, Inc. © 3Jan63; KK174166.
- Put a car out of your wallet anywhere in Europe. Just get an Avis International credit card before you go. (In Time, Apr. 12, 1963, p.101) Appl. author: Doyle Dane Bernbach, Inc. © 10Apr63; KK173553.
- You can't afford not to see red. Appl. author: Doyle Dane Bernbach, Inc. © 9Apr63; KK174167.
- AVON COSMETICS.**
Avon for men. (In Progressive farmer, Sept. 1962, p.42) Appl. author: Monroe F. Dreher, Inc. © Avon Cosmetics a.a.d.o. Avon Products, Inc.; 20Aug62; KK172132.
- 4 new Avon lipstick colors to add sunshine to your smile. (In Vogue, Jan. 15, 1963, p.3 of cover) Appl. author: Monroe F. Dreher, Inc. © Avon Cosmetics a.a.d.o. Avon Products, Inc.; 15Jan63; KK172131.

- He likes an Avon face. (In Seventeen, Oct. 1962, p.62) Appl. author: Monroe F. Dreher, Inc. © Avon Cosmetics a.a.d.o. Avon Products, Inc.; 50Oct62; KK172130.
- Traditionally Christmas. (In True story, Nov. 1962, p.24) Appl. author: Monroe F. Dreher, Inc. © Avon Cosmetics a.a.d.o. Avon Products, Inc.; 50Oct62; KK172129.
- Visions of Avon gifts dance through their heads. (In Parents' magazine, Oct. 1962, p.39) Appl. author: Monroe F. Dreher, Inc. © Avon Cosmetics a.a.d.o. Avon Products, Inc.; 25Sep62; KK172128.
- AYER (N. W.) & SON, INC. ©
The nature of advertising. 6-a p.
© 1Sep62; KK171475.
- B**
- BB. See BEEBE MANUFACTURING CO.
- B. B. CO. See BALL BROS. CO.
- B. F. D. CORP. SEE BROWN-FORMAN DISTILLERS CORP.
- B-O-C TUNA, INC. SEE BREAST-O-CHICKEN TUNA, INC.
- BPC. See BLACK PRINCE CO., INC.
- BABSON BROS. CO. ©
Constant vacuum is important in mastitis control, get a free picture of your vacuum system operation while your cows are being milked. Surge. (In Hoard's dairyman, Feb. 25, 1963, p.4 of cover) Appl. author: Gittins Associates, Inc. © 25Feb63; KK172010.
- \$5 down puts the latest in bucket milking in your barn tonight. Surge. (In Hoard's dairyman, Jan. 10, 1963, p.4 of cover) Appl. author: Gittins Associates, Inc. © 10Jan63; KK171038.
- Free vacuum analysis of your milking system. Surge. (In Hoard's dairyman, Mar. 10, 1963, p.4 of cover) Appl. author: Gittins Associates, Inc. © 10Mar63; KK172005.
- New 3 brand new big capacity Surge pumps provide constant vacuum for every size herd. (In Hoard's dairyman, Jan. 25, 1963, p.4 of cover) Appl. author: Gittins Associates, Inc. © 25Jan63; KK171074.
- BACARDI IMPORTS, INC. ©
Good eggnog? Bacardi eggnog. Puerto Rican rum. (In Chicago daily tribune, Dec. 14, 1960, p.13) Appl. author: Ross Roy, Inc. © 13Dec60; KK171818.
- If you have trouble making a good daiquiri and would like to make a great one. Puerto Rican rum. (In Miami herald, Mar. 8, 1963, p.11-D) Appl. author: Ross Roy, Inc. © 7Mar63; KK172159.
- It's a humdinger of an idea for a party. (In Glamour, June 1963, p.32) Appl. author: Ross Roy, Inc. © 14May63; KK173403.
- It's easy to be a rum 'n cola expert. (In Chicago daily tribune, Dec. 5, 1959, sport-business, p.3) Appl. author: Ross Roy, Inc. © 4Dec59; KK170845.
- No, Bacardi doesn't sell all the rum. (In Beverage media, Metropolitan ed., May 1963, p.16) Appl. author: Ross Roy, Inc. © 25Apr63; KK173352.
- Texas playboys urge your support to bring back the old-fashioned bachelor party. (In Playboy, June 1963, p.22) Appl. author: Ross Roy, Inc. © 13May63; KK173384.
- What did we do in '62? Why, we sold more Bacardi than all the other Puerto Rican brands combined. (In Southern beverage journal, May 1963, p.31) Appl. author: Ross Roy, Inc. © Bacardi Imports, Inc.; 1May63; KK173332.
- BAGDASARIAN, ROSS. ©
Alvin's all-star chipmunk band. The Chipmunks (Alvin, Simon and Theodore) with David Seville. Liberty no.55544. © 13Feb63; KK171562.
- The Chipmunks super slate, draw then lift films and draw again. No.8827. Authorized ed. Appl. author: The Saalfeld Pub. Co. © 30Nov62; KK171791.
- Crashcup and Leonardo super slate, crayon fun on the back. No.8827. Authorized ed. Appl. author: The Saalfeld Pub. Co. © 30Nov62; KK171790.
- BAHR (P. L.) CO. ©
Barco round sander model no.252N; applications, description & specifications. DS-1002. Appl. author: Paul L. Bahr. © 1Jan63; KK172656.
- BAKER, ERNEST G. ©
Dentween periodontal brush; directions. © 29Dec61; KK173779.
- BALE PIN CO. ©
Order early. No.230 pin & guard set. NM: additions. © 18Feb63; KK171938.
- Order early, order early. No.230 pin and guard set, the popular favorite. NM: additions. © 23Jan63; KK171089.
- BALL BROS. CO. ©
The big Hygeia difference is flow control. Hygeia natural nursers. (In Your new baby, Apr. 1963, p.40) Appl. author: Applegate Advertising Agency, Inc. © 20Mar63; KK172780.
- Hygeia natural nursers. (In Dr. Benjamin Spock's baby and child care, spring ed., Mar. 1963, section no.9, p.7) Appl. author: Applegate Advertising Agency, Inc. © 1Mar63; KK172952.
- Look who's pitching again for you on the ball team. Ball Canning Center rack. [Endorsed by] Don McNeil. (In Cooperative merchandiser, Apr. 1963, p.45) Appl. author: Applegate Advertising Agency, Inc. © 1Apr63; KK173629.
- Of course you can have a Ball. (In Progressive farmer, June 1963, p.66) Appl. author: Applegate Advertising Agency, Inc. © 15May63; KK173759.
- When you go home, nurse your baby the way more hospitals do. Hygeia natural nursers. (In Baby care manual, second quarter 1963, p.42) Appl. author: Applegate Advertising Agency, Inc. © 25Jan63; KK173087.
- BANK BUILDING & EQUIPMENT CORP. ©
Highs and lows at Mildew Trust. I'm afraid that's no substitute for modernizing, Boomer. (In Bankers digest, Nov. 5, 1962, p.5) © 5Nov62; KK172749.
- Highs and lows at Mildew Trust. I'm afraid that's no substitute for modernizing, Boomer. (In The Wall street journal, Nov. 13, 1962, p.7) © 13Nov62; KK171824.
- Highs and lows at Mildew Trust. I'm afraid that's no substitute for remodeling, Boomer. (In Burroughs clearing house, Mar. 1963, p.29) © 1Mar63 (in notice: 1962); KK173172.
- Highs and lows at Mildew Trust. I'm afraid that's no substitute for remodeling, Boomer. (In The Wall Street Journal, Feb. 5, 1963, p.6) © 5Feb63 (in notice: 1962); KK173174.
- Highs and lows at Mildew Trust. Our new layout keeps traffic moving, but our efficiency is down. (In The Wall Street Journal, Feb. 19, 1963, p.12) © 19Feb63 (in notice: 1962); KK173173.
- Highs and lows at Mildew Trust. Somehow our new branch seems too commercial looking. (In Bankers digest, Dec. 3, 1962, p.5) © 3Dec62; KK172751.
- Highs and lows at Mildew Trust. Somehow, our new branch seems too commercial looking. (In The Wall Street Journal, Dec. 11, 1962, p.9) © 11Dec62; KK171826.
- Highs and lows at Mildew Trust. The new layout keeps traffic moving but efficiency is down. (In Bankers digest, Nov. 19, 1962, p.5) © 19Nov62; KK172750.
- Highs and lows at Mildew Trust. The new layout keeps traffic moving, but our efficiency is down. (In The Wall Street Journal, Nov. 27, 1962, p.5) © 27Nov62; KK171825.
- BANKERS TRUST CO., NEW YORK.
Business spoken here. (In Newsweek, Apr. 8, 1963, p.1) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 8Apr63; KK173913.
- Don't take a letter, Miss Jones. (In Newsweek, May 6, 1963, p.1) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 6May63; KK173914.
- Easy come, easy go. Importers and exporters are quick to welcome suggestions. (In Export trade, Mar. 4, 1963, p.39) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 4Mar63; KK172950.
- Easy come, easy go. Importing? (In Export trade, Mar. 25, 1963, p.49) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 25Mar63; KK172949.
- A few steps away, the biggest municipal job in America. New York's City Hall just off lower Broadway. (In Daily news, New York, Dec. 12, 1961, p.68) Appl. author: Donahue & Coe, Inc. © Banker's Trust Co.; 12Dec61; KK173733.
- From quiet Cranberry Street to Manhattan's Canyons is a twenty-five minute stroll. Brooklyn Bridge, first bridge connecting Manhattan to Brooklyn. (In Daily news, New York, Jan. 26, 1962, p.35) Appl. author: Donahue & Coe, Inc. © Banker's Trust Co.; 26Jan62; KK173734.
- Inspector; this gentleman needs clear vision in his job at Bankers Trust. (In Business week, Mar. 16, 1963, p.3) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 16Mar63; KK172951.
- Merry Christmas 1963. Christmas club. (In New York post, Nov. 26, 1962, p.9) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 26Nov62; KK171297.
- Perception comes from intimate knowledge. (In The Cotton trade journal, Apr. 13, 1962, p.6) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 13Apr62; KK173444.
- There's a jungle to explore in the Bronx. New York Botanical Garden. (In New York journal-American, Nov. 15, 1962, p.13) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 15Nov62; KK171296.

BANKERS TRUST CO., NEW YORK.-Con.

What else did Ellsworth Donnell bring back from the Far East? (In Eastern banker, May 20, 1963, p.15) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 20May63; KK174312.

What else did Jack Young bring back from Mexico? (In Mid-continent banker, May 15, 1963, p.63) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 15May63; KK174313.

What else did William Ladd bring back from Africa? (In American banker, May 24, 1963, p.13) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 24May63; KK174314.

Will it just sit there? Boll of cotton. (In The Cotton trade journal, Apr. 12, 1963, p.7) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 12Apr63; KK173089.

Will it just sit there? It takes specialized financial knowledge to keep oil flowing from the field to the consumer. Oil drum. (In The Oil and gas journal, Mar. 18, 1963, p.162) Appl. author: Donahue & Coe, Inc. © 18Mar63; KK173266.

Will it just sit there? [Lone bale of cotton] (In The Cotton trade journal, May 10, 1963, p.20) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 10May63; KK173911.

Will it just sit there? [Lone beaker] (In Chemical week, Apr. 27, 1963, p.62) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 27Apr63; KK173909.

Will it just sit there? [Lone bolt of cloth] (In America's textile reporter, Apr. 11, 1963, p.94) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 11Apr63; KK173910.

BARBUR (A. D.) CO.

Fido's flavory dog food. 5 lbs. © A. D. Barbur Co., a partnership composed of James P. Cox & Laura K. Barbur; 7Feb63; KK171900.

BARBUR, LAURA K. See BARBUR (A. D.) CO.

BARKIN, ALBERT. See AMICO IMPORT.

BARNES (JOHN S.) CORP. ©

John S. Barnes and Odin Corporations; manufacturers, engineers and designers. Metallurgical processes, odinizing, research and patents. Appl. author: Ernest J. Svenson. © 20Mar63; KK174108.

BARNETTS, INC. ©

Dear operator. Price list no.30. © 31Dec62; KK172521.

BARTON'S CANDY CORP. ©

Bartonettes continental chocolates. Passover. One pound net. © 25Feb63; KK172286.

Marshmallow fluff, chocolate covered. © 28Jan63; KK171086.

Our momma is a moo moo. (In The New York times, Apr. 7, 1963, p.74) Appl. author: Doyle Dane Bernbach, Inc. © 7Apr63; KK172894.

She had a habit he never got used to: eating Viennese krunch in bed. (In The New York times, Dec. 6, 1962, p.39) Appl. author: Doyle Dane Bernbach, Inc. © 6Dec62; KK171020.

This is the law. (In New York times, Apr. 2, 1963, p.29) Appl. author: Doyle Dane Bernbach, Inc. © 2Apr63; KK173373.

The unfortunate empress. There was no Mother's Day in her time. (In New York herald tribune, May 5, 1963, p.58) Appl. author: Doyle Dane Bernbach, Inc. © 5May63; KK173558.

Why is this fig different from all other figs? (In New York post, Mar. 26, 1963, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 26Mar63; KK172901.

BASIC BOATS, INC. ©

A 34 foot live aboard ketch for coastal and ocean cruising. BB-34. Brochure. Appl. author: Leonard C. Rennie, president. © 19Feb63; KK171869.

BATES FABRICS, INC. ©

Bates Fabrics, Inc., announces its entry into the field of fine upholstery and decorative fabrics, featuring Italian imports. (In Home furnishings daily, Jan. 14, 1963, p.34) Appl. author: L. C. Gumbinner Advertising Agency. © 14Jan63; KK171104.

Magnificent enough to wear. (In Sunset, Nov. 1962, p.149) Appl. author: L. C. Gumbinner Advtg. Agency. © 25Oct62; KK170744.

Major in drama; meet the most brilliant cast in bedspreads ever to play it cool at school. (In Department store economist, May 1963, p.2 of cover) Appl. author: L. C. Gumbinner Advtg. Agency. © 30Apr63; KK173511.

Now Bates is in the blanket business. (In Daily news record, Mar. 27, 1963, p.23) Appl. author: Lawrence C. Gumbinner Advertising Agency. © 27Mar63; KK172997.

Regal enough to wear. (In House beautiful, Mar. 1963, p.19) Appl. author: L. C. Gumbinner Advertising Agency. © 19Feb63 (in notice: 1962); KK172664.

Regal enough to wear. Who puts the box office in bedspreads? asks the Bates girl. (In Department store economist, Mar. 1963, p.1 & 2 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 28Feb63; KK172378.

So I majored in art, but who needs the Mona Lisa to prove it? (In Daily news record, May 22, 1963, insert, 2nd page) Appl. author: L. C. Gumbinner Advtg. Agency. © 22May63; KK173621.

Who stole the spread from Priscilla Alden's bed? (In McCall's, Apr. 1963, p.9) Appl. author: L. C. Gumbinner Advtg. Agency. © 21Mar63; KK173073.

BAYWOOD FARM CANDY CO.

Chocolate walnut fudge. Net wt. 14 oz. Appl. author: American Can Co. © Baywood Farm Candy Co. a.s.d.o. Old Dominion Peanut Corp.; 29Mar63; KK173748.

BEACON ENTERPRISES, INC. ©

A new scientific breathrough now makes this possible; Isometric minute a day gym. [Endorsed by] Mince Mantle. © 17Mar63; KK173610.

BEALL, C. C.

Commemorating 100th anniversary Gettysburg. See LINCOLN NATIONAL LIFE INSURANCE CO.

BEAR BRAND HOSIERY CO. ©

Get a lift in Swaggers comfort conditioned anklets. Ban Lon. (In Ingenu, Mar. 1961, p.13) ©23Feb61; KK173130.

Get a lift in Swaggers socks that stay up, stay neat, stay white. (In Seventeen, Aug. 1961, p.309) © 1Aug61; KK173067.

BEAR MANUFACTURING CO. ©

Are unitized bodies a problem to you? Not with Bearcat 120, say the three Hites of Altoona, Pa. (In Autobody and the reconditioned car, Apr. 1963, p.33) Appl. author: Stevens & Kirkland, Inc. © 15Apr63; KK173820.

The bear facts on brake service. Don't be fooled by bargain jobs that leave the work half done. Appl. author: Stevens & Kirkland, Inc. © 29Mar63; KK173526.

The Bear Scuffomatic, hottest sales maker of 1963. (In Motor, June 1963, p.160-161) Appl. author: Stevens & Kirkland, Inc. © 15Jun63; KK174308.

Can you stop soon enough? Don't gamble on faulty brakes. Appl. author: Stevens & Kirkland, Inc. © 12Apr63; KK173525.

The instant profit combination. The Bear 240 drive over scuff tester and exclusive tire waste forecaster. Appl. author: Stevens & Kirkland, Inc. © 20May63; KK173819.

Junk equipment is for the junk yard. Let Bear help you sell your customers to go modern with Bear quick service equipment. (In Jobber product news, Jan. 1963, p.63) Appl. author: Stevens & Kirkland, Inc. © 1Jan63; KK172571.

May starts the biggest promotion deal in Bear's history. Your biggest profit opportunity. Appl. author: Stevens & Kirkland, Inc. © 19Apr63; KK173851.

Mighty sweet vacations are being paid for with Bear profits; booming Bear alignment service will easily bring you the extra. (In Super service station, June 1963, p.127) Appl. author: Stevens & Kirkland, Inc. © 10Jun63; KK173972.

No brake job is a bargain, unless it includes these 5 vital services. Appl. author: Stevens & Kirkland, Inc. © 30Mar63; KK173527.

Official standards as furnished by automobile and truck manufacturers. Jan. 1, 1963. © 15Dec62; KK170930.

Special tie-in promotion order blank. Appl. author: Stevens & Kirkland, Inc. © 19Apr63; KK173897.

Stop worrying about future expansion: go modern now with Bear quick service equipment. (In Motor, Feb. 1963, p.46-47) Appl. author: Stevens & Kirkland, Inc. © 15Feb63; KK172569.

There's no place like a Bear equipped shop for under car care. (In The Saturday evening post, May 25, 1963, p.4) Appl. author: Stevens & Kirkland, Inc. © 22May63; KK173850.

There's no place like this Bear equipped shop for under car care. Poster. Appl. author: Stevens & Kirkland, Inc. © 10May61; KK173821.

What's that thing? O. K. if I drive across? [Endorsed by Frank Gant] (In Super service station, Apr. 1963, p.165) Appl. author: Stevens & Kirkland, Inc. © 10Mar63; KK172697.

Why lie awake another night worrying about your business? New Bear quick service equipment is your answer. (In Automotive news, Jan. 14, 1963, p.35) Appl. author: Stevens & Kirkland, Inc. © 3Jan63; KK172570.

BEAUX ARTS STUDIOS, INC. ©

Awards by Beaux Arts. A catalog. © 15Jan63; KK172328.

BEAVER PRODUCTS, INC. ©

Got a handling problem??? Century lift trucks. © 28Dec62; KK170975.

- BECKETT, R. W. ©**
For all pressure type oil burners, Silent-Flo anti-hum device. Part No.5-18 for use with 3/8 in. OD tubing and flared or compression fitting. © 1Feb63; KK173227.
Here is important information about a highly effective, yet inexpensive remedy for pipe-line hum. Silent-Flo. © 6Feb63; KK173225.
Trade prices; Silent-Flo anti-hum device, part no.5-18. Effective 3-1-63. (Bull. no.1030) © 3Mar63; KK173226.
- BEEBE BROS., INC. ©**
Beebe-40; one man can tighten 10 tons by hand, in a hurry. (In Construction equipment and materials, May 1963, p.79) © 5May63; KK174052.
- BEEBE BROS. MANUFACTURING CO. ©**
Fast one-man operation, Beebe-40 barge connector. (In The Waterways Journal, Feb. 23, 1963, p.31) © 23Feb63; KK172485.
Fast one man operation, Beebe-40 barge connector. (In The Waterways Journal, Apr. 27, 1963, p.32) © 27Apr63; KK173358.
Hand, electric, air powered, Beebe 65 barge connector. (In The Waterways Journal, Feb. 2, 1963, p.111) © 2Feb63; KK172484.
Hand, electric, air powered Beebe-65 barge connector. (In The Waterways Journal, Apr. 20, 1963, p.21) © 20Apr63; KK173357.
Imagine shifting gears on a barge connector without removing the hand-wheel, Beebe-65. (In The Waterways Journal, Mar. 23, 1963, p.3) © 23Mar63; KK172959.
New, Beebe Bros. 25 ton barge connector. (In The Waterways Journal, Dec. 8, 1962, p.15) © 8Dec62; KK172486.
New Beebe Bros. 25-ton barge connector, tested to over 40 tons. (In The Waterways Journal, Dec. 1, 1962, p.2 of cover) © 1Dec62; KK172960.
New, Beebe Bros. 25-ton winch, tested to 40 tons. (In Construction equipment and materials, Dec. 1962, p.48) © 5Dec62; KK173359.
New 30-ton winch, 3 speeds, powerful. (In Construction equipment and materials, Mar. 1963, p.169) © 5Mar63; KK173356.
You don't need cable-clips with this exclusive Beebe wedge cable-fastener. (In The Waterways Journal, Mar. 30, 1963, p.27) © 30Mar63; KK172961.
- BELL TELEPHONE LABORATORIES, INC. ©**
Bell solar energy experiment. (Bell system science experiment, no.2) © 30Mar62; KK173368.
Seeing magnetic domains, an educational aid developed by Bell Telephone Laboratories. © 30Mar62; KK173498.
- BENEFICIAL FINANCE CO. ©**
The one place to call for money the minute you want it. (In The Salisbury Times, Dec. 24, 1962, p.27) © 24Dec62; KK171868.
- BENNETT, GORDON T. See BENNETT'S CANDIES.**
- BENNETT'S CANDIES.**
Candy rabbit; happy Easter. Net weight 4 oz. or over. © Gordon T. Bennett d.b.a. Bennett's Candies; 29Dec62; KK171206.
- BERENSTAIN, STANLEY. ©**
The big honey hunt, by Stanley & Janice Berenstain. © Stanley Berenstain & Janice Berenstain; 21Sep62; KK173138.
- BERRY CHEMICAL CO. ©**
Foamy liquid detergent. One quart. © 21Jan63; KK171173.
- BETTMANN ARCHIVE, INC. ©**
Medicine; say stethoscope. (The Bettmann pictorial no.4) © 5Jan63; KK171270.
Office; go ahead and type. (The Bettmann pictorial no.3) © 5Nov62; KK171269.
Symbols. (Bettmann pictorial No.2) © 15Oct62; KK171933.
- BJORGE, ARTHUR O. ©**
Safex end wrench support. © 25Sep62; KK170707.
- BLACK, DON.**
What makes a newspaper great? See MINNEAPOLIS STAR & TRIBUNE CO.
- BLACK PRINCE CO., INC. ©**
Gin. Appl. author: Consolidated Lithographing Corp. © 14Jan63; KK171754.
Vodka. Appl. author: Consolidated Lithographing Corp. © 14Jan63; KK171753.
- BLACKHAWK INDUSTRIAL PRODUCTS CO.**
Inventive maintenance. EnerPac hydraulic tools for industry. Appl. author: Applied Power Industries. © Blackhawk a.a.d.o. Blackhawk Industrial Products Co.; 10Sep62; KK174127.
Perform thousands of different applications with one EnerPac hydraulic power unit. Appl. author: Applied Power Industries. © Blackhawk a.a.d.o. Blackhawk Industrial Products Co.; 10Sep62; KK174128.
We had No.5 back in business in less than 20 minutes. EnerPac tools beef up 4 man crew. Appl. author: Applied Power Industries. © Blackhawk a.a.d.o. Blackhawk Industrial Products Co.; 10Sep62; KK174126.
- BLEECKER, JOSEPHINE B. See BLEECKER MINIATURES.**
- BLEECKER, WILLIAM A. See BLEECKER MINIATURES.**
- BLEECKER MINIATURES.**
My story. My name is Clothespin. © William A. & Josephine B. Bleecker d.b.a. Bleecker Miniatures; 1Nov62; KK173481.
- BLOCK DRUG CO., INC. PYCOPAY DIVISION.**
Hello there, I'm Sampson Strongtooth, let me show you how to brush your teeth. (PYC46) © Block Drug Co., Inc. (in notice: Pycopy Division, Block Drug Co., Inc.); 15Jan63; KK171510.
- BLOTTER (FRANK) ENTERPRISES, INC. ©**
Pac-a-pipe, single tobacco charges for each smoke. (In Oak leaves, Oak Park, Ill., Jan. 24, 1963, p.26) © 24Jan63; KK171062.
- BLUE STAR TIRE CITY CORP. See KORVETTE TIRE CENTERS.**
- BLUM (B. G.) ASSOCIATES. ©**
For modern carefree living, braided rugs handcrafted in New England. (Braided rug insert) © 10Oct62; KK170759.
Rayplush luxury room size rug. 100% viscose rayon pile content; decorator colors, deep plush pile. © 25Feb63; KK173187.
- BOBRICK DISPENSERS, INC. ©**
Architectural news: Lenox Towers specifies Bobrick equipment for functional and pleasing washrooms. © 22Apr63; KK173903.
- BOGEN-HEATE DIVISION, FIEGLER COFF. See FIEGLER COFF. BOGEN-HEATE DIVISION.**
- BOLIND, INC. ©**
Labels by Bolind, Inc. All labels shown actual size. No.500 desk kit. © 5Oct62; KK171616.
- BOLLINGER (C. W.) CO. ©**
Student and athletic accident insurance plans, 1963-1964. NM: revisions. © 30Apr63; KK173399.
- BOONE MANUFACTURING CORP. ©**
The amazing new Paperflame folding grill. © 12May63; KK173531.
- BORDEN CO. ©**
Challenge you to a potato race, said Elsie. Whipped potatoes. (In Look, Sept. 25, 1962, p.73) © 11Sep62; KK171106.
Crumble crust mince pie, oven ready in 10 minutes with Betty Crocker's pie crust mix and Borden's None Such mince meat. (In Look, Dec. 4, 1962) © 20Nov62; KK171108.
Glad to see we're using our noggin, said Elsie. Egg nog. (In Life, Dec. 7, 1962, p.138) © 3Dec62; KK171109.
I see you've got a pipeline to Holland, said Elsie. Dutch Chocolate. (In Life, Oct. 1962, p.117) © 15Oct62; KK171112.
Now let's take a peek inside, said Elsie. Gem Flake rolls. (In Look, Nov. 20, 1962, p.136) © 6Nov62; KK171113.
Now we're both mother's little helper, said Elsie. Starlac. (In Look, Nov. 6, 1962) © 23Oct62; KK171110.
There's another way you can watch out for him, said Elsie. Lifeline. (In Look, Nov. 6, 1962, p.111) © 23Oct62; KK171107.
The time has come, Elsie said, to speak of certain things; Borden's Ready Diet. (In Look, Dec. 4, 1962, p.115) © 20Nov62; KK171545.
Want to grow up to be big and strong like your daddy? Borden's homogenized milk. (In Look, Sept. 25, 1962, p.75) © 11Sep62; KK171544.
Welcome to Italy, said Elsie. Grated parmesan and romano cheese. (In Look, Oct. 23, 1962; p.33) © 9Oct62; KK171111.
- BORDEN CO. WYLER & CO. See WYLER & CO.**
- BORON OIL CO. ©**
Don't forget to register for the Boron jackpot. (In Pittsburgh post-gazette, May 22, 1963, p.3) Appl. author: McCann-Marschalk Co., Inc. © 22May63; KK173699.
Here's where carburetor deposits form-causing stalling, rough idling, gasoline waste. Boron cleans carburetors. (In The Pittsburgh press, Apr. 1, 1963, p.8) Appl. author: McCann-Marschalk Co., Inc. © 1Apr63; KK172615.
Starts Sunday, May 12, Boron jackpot. (In Pittsburgh post-gazette, May 8, 1963, p.5) Appl. author: McCann-Marschalk Co., Inc. © 8May63; KK173795.
Starts tomorrow, grand opening of eleven more new Boron service stations in Pittsburgh. (In Pittsburgh press, June 19, 1963, p.5) Appl. author: McCann-Marschalk Co., Inc. © 19Jun63; KK174274.
- BOSTON PRINT. CO.**
Phillies 1963 schedule. (Philadelphia Phillies) Calendar schedule on folder. NM: new copy. © Nathan R. Krock d.b.a. Boston Print. Co.; 5Feb63; KK172115.

- BOSTON SAFE DEPOSIT & TRUST CO. ©**
Even in the space age, nature is still man's greatest resource. (In The Boston Herald, May 14, 1963, p.13) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 14May63; KK173747.
- Financial Cabinet researcher gets facts on future of atomic energy.** (In Boston Herald, Mar. 12, 1963, p.20) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 12Mar63; KK172324.
- Financial cabinet services allow executives more time to concentrate on their jobs.** (In Boston Traveler, Feb. 4, 1963, p.2) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 4Feb63; KK171887.
- Maine family enjoys Caribbean vacation, assigns investing to financial cabinet.** (In Boston Traveler, Jan. 21, 1963, p.3) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 21Jan63; KK171300.
- Paper industry researched by crack financial cabinet security analysts.** (In The Boston Herald, May 28, 1963, p.40) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 28May63; KK173902.
- Successful professional men find special management of particular interest; their own financial planning.** (In Boston Herald, Apr. 16, 1963, p.15) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 16Apr63; KK173057.
- BOSTONIAN SHOES. ©**
Everybody wants to be in dad's shoes, especially Bostonian Flex-0-Mocs. (In Life, Nov. 28, 1960, p.86) Appl. author: Grey Advertising, Inc. © 24Nov60; KK171302.
- Flexaires, light-footed luxury in burnished bronze.** No.5770. (In Life, Sept. 5, 1960, p.114) Appl. author: Grey Advertising, Inc. © 1Sep60; KK171146.
- Flex-0-Mocs give you a light footed feeling.** No.830. (In Life, Apr. 11, 1960, p.7) Appl. author: Grey Advertising, Inc. © 7Apr60; KK171147.
- Help end the six common causes of tired, aching feet with comfortable Bostonian Footsavers.** (In Newsweek, Nov. 14, 1960, p.16) Appl. author: Grey Advertising, Inc. © 9Nov60; KK171303.
- BOWIE MACHINE WORKS, INC.**
Now single operation seeds, fertilizes & mulches one-half acre in eight minutes. Only Bowie hydro-mulcher does it. Appl. author: Ted Workman Advertising, Inc. © Owen H. Myers & Sigurd J. Andreasen d.b.a. Bowie Machine Works, Inc. 12Dec62; KK171004.
- BRADFUTE CORP. ©**
Albertson's food centers announce a gigantic \$100,000. cash give-away. (In Idaho state journal, Apr. 25, 1963, p.4-5) © 25Apr63; KK173375.
- Albertson's food centers announce a gigantic \$100,000. cash give-away. (In Idaho state journal, Pocatello Idaho, Apr. 25, 1963, p.4-5) © 25Apr63; KK173375.
- Everyone wins, cash prizes, new fun game Magic Ticket.** (In Biddeford-Saco Journal, May 8, 1963, p.14) © 8May63; KK174188.
- Grand opening of your new Fox Lake Jewel food store. Play Jewel's Magic ticket.** © 4Apr63; KK173378.
- Hundreds of cash prizes. Magic ticket. Market Basket stores.** (In The News, Van Nuys, Calif., Feb. 21, 1963, p.6C) © 21Feb63; KK173374.
- It's our birthday, but you get the loot. Win cash lucky birthday game.** (In Defiance crescent-news, Defiance, Ohio, Apr. 17, 1963, p.6) © 17Apr63; KK173376.
- We're celebrating our anniversary, win money, save money, Lucky birthday game.** (In Mt. Prospect Plaza shopping guide, Mar. 21-23, 1963, p.1 & 6) © 21Mar63; KK173380.
- Win cash, play Food Fair's new fun game, Magic ticket.** (In Bridgeton evening news, Bridgeton, N. J., Feb. 27, 1963, p.11-12) © 27Feb63 (in notice: 1962); KK173377.
- BRADLEY (MILTON) CO. ©**
American Heritage Dogfight air battle game, World War I. For ages 10 to adult. 4302. (Command decision series) Cover painting: Bishop of Canada, by Charles H. Hubbell. © 1Dec62; KK172963.
- American Indian activity kit.** (Sioux, Comanche, Pawnee, Apache) No.7100-X. © 31Dec62; KK173427.
- Bamboozle, the hide and seek game.** See FOUR STAR - HARLEN.
- Ben Casey jigsaw puzzle.** See CROSBY (BING) PRODUCTIONS, INC.
- By the numbers game.** See DESILU PRODUCTIONS, INC.
- Colors.** For ages 4 to 10. (Creative gametime, 7004) © 31Dec62; KK173428.
- Compton's pictured encyclopedia American Indian; activity kit.** For ages 5 to 10. No.7100. © 1Jan63; KK173426.
- Compton's pictured encyclopedia American Indian activity kit.** For ages 5 to 10. 7100. © 1Jan63; KK172964.
- Compton's pictured encyclopedia animal lore activity kit.** For ages 5 to 10. 7102. © 1Jan63; KK172229.
- Compton's pictured encyclopedia United States activity kit.** For ages 6 to 12. 7101. © 1Jan63; KK172228.
- Compton's pictured encyclopedia United States activity kit.** For ages 6 to 12. 7101. © 4Feb63; KK172975.
- Faces into Spaces; place and replace the funny faces, color and recolor the gay spaces then wipe-off and re-use.** For ages 5 to 9. 7201. © 31Dec62; KK172232.
- 4 Alarm, exciting fire fighting game.** For ages 7 to 14. 4312. © 19Dec62; KK172971.
- Fun with the Funny Felts; fuzzytime frolic, fuzzy and gay endless new pictures for happy time play.** For ages 4 to 9. 7103. © 31Dec62; KK172230.
- The game of Spin 'n Color; spin the crayon wheel first to finish his picture wins, wipe off and use again.** For ages 4 to 9. 7203. © 31Dec62; KK172233.
- The Jetsons fun pad game.** See HANNA-BARBERA PRODUCTIONS, INC.
- Let's Take a Trip.** For ages 5 to 12. 4317. © 29Nov62; KK172969.
- Lollipop skill game.** For ages 4 to 14. 4311. © 17Dec62; KK172972.
- Map of the world. (Play your way around the world)** No.7000-X. © 31Dec62; KK173424.
- The match game, based on the fun packed TV show.** See SOJOURN PRODUCTIONS, INC.
- Numbers.** For ages 5 to 8. (Creative gametime, 7002) © 31Dec62; KK173430.
- Numbers. (Pow Wow)** (Creative gametime, 7002-X) © 1Jan63; KK173422.
- Reading.** For ages 5 to 10. (Creative gametime, 7001) © 31Dec62; KK173425.
- Spelling.** (Creative gametime, 7003-X) © 1Jan63; KK173423.
- Spelling.** For ages 5 to 10. (Creative gametime, 7003) © 31Dec62; KK173429.
- Supercar, to the rescue game.** See INDEPENDENT TELEVISION CORP.
- Trace into Place; trace, draw and color your own pictures then wipe off and re-use.** For ages 5 to 9. 7200. © 31Dec62; KK172231.
- BRANDY DISTILLERS CO. ©**
The award brandy with the quality that sells. Coronet VSQ. (In Frank Kane's licensed beverage review, Sept. 30, 1962, p.37) Appl. author: Norman, Craig & Kummel, Inc. © 30Sep62; KK171368.
- If you don't know about Coronet VSQ brandy, it serves you right.** (In The Record American, Apr. 5, 1963, p.74) Appl. author: Norman, Craig & Kummel, Inc. © 5Apr63; KK173496.
- Sweet scent of success, the Coronet story.** [Endorsed by Morris A. Kasoff & Ebb Cooper] (In Maryland-Washington-Delaware beverage journal, Mar. 1963, p.36-37) Appl. author: Norman, Craig & Kummel, Inc. © 1Mar63; KK172855.
- They won't forget when you remember Coronet VSQ.** (In Daily news, New York, Nov. 19, 1962, p.30) Appl. author: Norman, Craig & Kummel, Inc. © 19Nov62; KK171157.
- They won't forget when you remember Coronet VSQ, the gift brandy.** (In Saturday evening post, Dec. 1, 1962, p.53) Appl. author: Norman, Craig & Kummel, Inc. © 1Dec62; KK171913.
- BREAST-0-CHICKEN TUNA, INC. ©**
Because you can't see inside a tin of tuna you'll welcome this news from United States Testing Company. (In Life, Mar. 14, 1960, p.42) Appl. author: Westgate-California Corp. © 14Mar60; KK170749.
- BREATH-0-LIFE OXYGEN. ©**
Improved oxygen technique, mouth to air way rescue breathing kit. Appl. author: I. M. Jacobs. © 22Feb63; KK171816.
- BRECK (JOHN H.) INC. ©**
Baby Breck diaper rash ointment. Net weight 2 1/4 oz. © 8May51; KK173577.
- Beautiful hair Breck Banish dandruff treatment cream shampoo.** Net weight 6 oz. © 5Nov57; KK173458.
- Beautiful hair, Breck Banish, dandruff treatment shampoo.** Contents 4 fl. oz. © 21Jan58; KK172673.
- Beautiful hair Breck Beautiful Wave II for silver blondes, excessively bleached, extremely porous hair; lotion formula S.** Contents 4 fl. oz. © 12Apr61; KK171436.
- Beautiful hair; Breck Beautiful Wave II neutralizer.** Contents 4 fl. oz. © 8Aug62; KK171646.
- Beautiful hair, Breck beautiful wave II, wave wrapping formula.** Contents 10 1/2 grams. © 8Nov61; KK172151.
- Beautiful hair Breck, Breck ointment.** Net weight 5 lbs. © 4May39; KK173579.
- Beautiful hair Breck Breckset, style setting lotion.** 4 fluid ounces. © 10Oct62; KK171507.
- Beautiful hair Breck brilliant.** Net weight 8 ounces. © 20May41; KK173581.
- Beautiful hair, Breck Brilliant.** Net weight 1 oz. © 6Nov45; KK172504.

- Beautiful hair Breck children shampoo. Contents 4 fl. oz. Plastic bottle. © 19Nov59; KK171767.
- Beautiful hair Breck cream treatment. Net weight 6 oz. © 20Jan59; KK173580.
- Beautiful hair Breck cream treatment for dry or damaged hair. Net weight 1 1/2 oz. Foil tube. © 6Oct53; KK171769.
- Beautiful hair Breck cream treatment for dry or damaged hair. Net weight 1 pound. © 6Sep62; KK172345.
- Beautiful hair Breck creme rinse. Contents 1 1/2 fl. oz. © 17May60; KK171508.
- Beautiful hair, Breck creme rinse. Contents 6 fl. oz. © 26Jan54; KK172672.
- Beautiful hair Breck creme rinse. Contents 10 1/2 grams. © 8Nov61; KK172174.
- Beautiful hair Breck creme rinse. 12 fluid ounces. © 21Mar63; KK172876.
- Beautiful hair Breck Enduring II permanent wave neutralizer. Contents 4 fl. oz. Plastic tube. © 5Dec62; KK171772.
- Beautiful hair Breck Enduring II, permanent wave, on-rod neutralizer. Contents 4 fl. oz. © 16Mar60; KK173085.
- Beautiful hair, Breck extra hold Breckset style setting lotion, for hard to hold hair. 8 fl. oz. © 7Jun62; KK171716.
- Beautiful hair Breck Glimmer; concentrated hair dressing & conditioner for dry hair. Net weight 1 7/8 oz. © 16Nov60; KK172172.
- Beautiful hair Breck Glimmer; concentrated hair dressing & conditioner for dry hair. Net weight 1 7/8 oz. Foil tube. © 13Dec60; KK171770.
- Beautiful hair Breck Glimmer; concentrated hair dressing & conditioner for normal hair. Net weight 1 5/8 oz. © 16Nov60; KK172071.
- Beautiful hair Breck Glimmer; concentrated hair dressing & conditioner for normal hair. Net weight 1 5/8 oz. Foil tube. © 13Dec60; KK171771.
- Beautiful hair Breck hair lotion no. 4. Contents 6 fl. oz. © 18May43; KK173583.
- Beautiful hair Breck hair lotion 1A. Contents 1 pint. © 18May43; KK173584.
- Beautiful hair, Breck hair lotion 1A for dry hair & dandruff. Contents 6 fl. oz. © 18May43; KK172540.
- Beautiful hair Breck hair lotion 1B. Contents 1 pint. © 18May43; KK173575.
- Beautiful hair, Breck hair set mist. Net weight 8 oz. © 18Apr61; KK172023.
- Beautiful hair Breck hair set mist. Net weight 15 oz. © 12Apr61; KK172061.
- Beautiful hair Breck hair set mist. [Plastic bottle] Net weight 3/4 oz. © 10Oct62; KK172072.
- Beautiful hair Breck hairdress for men. Contents 4 fl. oz. © 9Aug55; KK173084.
- Beautiful hair, Breck hairdress for men. Contents 1 pint. © 9Aug55; KK172468.
- Beautiful hair Breck Hairdress for men. Contents 6 fl. oz. © 9Mar61; KK171774.
- Beautiful hair, Breck hypo-allergenic shampoo, for sensitive scalp. Contents 1/2 gallon. © 15Jun60; KK171746.
- Beautiful hair Breck no.1 hair cream. Net weight 2 ounces. © 18Apr39; KK173574.
- Beautiful hair Breck no.2 hair cream. Net weight 8 oz. © 18Apr39; KK173576.
- Beautiful hair Breck no.3 hair cream. Net weight 8 ounces. © 18Apr39; KK173573.
- Beautiful hair, Breck shampoo, for color treated hair. Contents 1/2 gallon. © 16Jan63; KK171747.
- Beautiful hair, Breck shampoo, for dry hair. Contents 4 fl. oz. © 16Nov60; KK172153.
- Beautiful hair, Breck shampoo, for dry hair. Contents 1 gallon. © 15Aug62; KK171717.
- Beautiful hair Breck shampoo for dry hair. Contents 2 1/2 fl. oz. © 10May62; KK171937.
- Beautiful hair Breck shampoo for normal hair. Contents 1 1/2 fl. oz. © 24May60; KK172344.
- Beautiful hair Breck shampoo for normal hair. Contents 1 gallon. © 15Aug62; KK171775.
- Beautiful hair, Breck shampoo, for normal hair. Contents 2 1/2 fl. oz. © 18Apr62; KK171749.
- Beautiful hair Breck shampoo for oily hair. Contents 1 fl. oz. © 2May50; KK172371.
- Beautiful hair; Breck shampoo, for oily hair. Contents 1 gallon. © 16Aug62; KK171645.
- Beautiful hair Breck shampoo for oily hair. Contents 1 pint. Plastic bottle. © 18Nov59; KK171768.
- Beautiful hair Breck shampoo for oily hair. Contents 2 1/2 fl. oz. © 17May62; KK171524.
- Beautiful hair; Breck shampoo for oily hair. 12 fluid ounces. © 8May63; KK173898.
- Beautiful hair Breck shampoo N for normal hair. 12 fluid ounces. © 21Mar63; KK172877.
- Beautiful hair Breck special hair cream. Net weight 2 oz. © 18Apr39; KK173578.
- Beautiful hair; Breck Tender Glow shampoo, for color treated hair. 4 fl. oz. © 16Nov62; KK171647.
- Beautiful hair Breckset styling lotion. Contents 16 oz. Plastic bottle. © 14Dec60; KK171773.
- Beautiful hair; protein hair conditioner. Contents 1 pint. © 14Nov62; KK172006.
- Beautiful hair, Tenderglow creme hair color. Tenderglow color selector guide. © 17Apr63; KK173070.
- Breck hand cleaner cleans without lathering. Net weight 1 gallon. © 26May42; KK173582.
- Gentle Hold, beautiful hair, Breck hair set mist. Net wt. 3/4 oz. © 10Oct62; KK172150.
- Gentle Hold; beautiful hair, Breck hair set mist. Net weight 2 oz. © 12Apr61; KK171745.
- Lady Brilliant; beautiful hair, Breck hairdressing and conditioner. Net weight 11 oz. © John H. Breck, Inc. (in notice: John Breck, Inc.); 15Jun62; KK171750.
- Lady Brilliant; beautiful hair Breck hairdressing and conditioner. Net wt. 2 oz. © 8Jun61; KK171435.
- Linen and Lace sachet mist. Contents 6 oz. © 21Aug56; KK172467.
- Love Lace, cologne mist. 1/2 oz. av. © 16Mar60; KK173086.
- New beautiful hair Breck Beautiful Wave III. © 3Feb63; KK172045.
- New, beautiful hair, Breck beautiful wave III; for normal hair. Contents 4 fl. oz. Breck beautiful wave III lotion. © 20Feb63; KK172152.
- New Beauty Time shampoo concentrated, beautiful hair Breck. Contents 1 pint. © 17May62; KK172062.
- New Gentle Hold, beautiful hair Breck hair set mist. Net weight 8 oz. © 9Aug61; KK171776.
- New super hold beautiful hair Breck hair set mist. Net weight 8 oz. © 17May61; KK171434.
- New Super Hold, beautiful hair Breck, hair set mist. Net weight 15 oz. © 12Apr61; KK171525.
- Rincene³, dandruff rinse; concentrated. 1 quart. © 17May62; KK171748.
- Super Hold beautiful hair Breck hair set mist. Net weight 3/4 oz. © 10Oct62; KK173115.
- BRICKSTONE INTERNATIONAL, INC.
Build your profits with Brickstone. © Brickstone International, Inc., a division of Sun-X International, Inc.; 28Dec62; KK173659.
- BROWN & WILLIAMSON TOBACCO CORP. ©
Viceroy's got the taste that's right. [Airline crew by plane] (In True, Jan. 1963) Appl. author: Ted Bates & Co., Inc. © 18Dec62; KK172277.
Viceroy's got the taste that's right. [Golf course scenes] (In Sports Illustrated, Feb. 11, 1963, p.2 of cover) Appl. author: Ted Bates & Co., Inc. © 7Feb63; KK172178.
Viceroy's got the taste that's right, says Lenny Lyles. (In Ebony, Mar. 1963, p.33) Appl. author: Ted Bates & Co., Inc. © 14Feb63; KK172179.
- BROWN-FORMAN DISTILLERS CORP. ©
The big one is still growing. Old Forester Kentucky straight bourbon whisky. (In Illinois beverage journal, June 1962, p.27) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 10Jun62; KK170990.
Brown-Forman declares its annual holiday dividend. Old Forester. (In Connecticut beverage journal, Oct. 1962, p.32-33) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 10Oct62; KK170718.
Cheers; Brown Forman toasts an old friend in a new setting. General Beverage Sales Co. Old Forester. (In Madison state journal, supplement, Sept. 25, 1962) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 25Sep62; KK170716.
Congratulations, McKesson Liquor Co. Old Forester. (In Wisconsin beverage journal, Sept. 1962, p. 10-A) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 5Sep62; KK170717.
Gift dividends of holiday enjoyment. Old Forester. (In Courier-journal-times, Louisville, Dec. 3, 1962, p.12) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 3Dec62; KK171409.
Old Forester declares its annual holiday dividend. (In Beverage record, Nov. 1962, p.12) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1Nov62; KK171410.
Old Forester Kentucky straight bourbon whisky. (In Show, Sept. 1962, p.2 of cover) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 25Aug62; KK170984.
Tonight, Old Forester at mellow 100 proof bottled in bond or light-hearted 86 proof. (In Los Angeles herald-examiner, Sept. 12, 1962, p.B-7) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 12Sep62; KK170989.
Tonight taste its mellow, memorable flavor. Old Forester Kentucky straight bourbon whisky. (In The Michigan chronicle, Sept. 1, 1962, section 2, p.1) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 1Sep62; KK170985.

BROWN-FORMAN DISTILLERS CORP.-Con.

Tonight taste the mellow, memorable flavor of Old Forester Kentucky straight bourbon whisky. (In Arkansas democrat, Sept. 5, 1962, p.9) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 5Sep62; KK170986.

Wonderful to give, Old Forester, new decanter, same famous bottled in bond bourbon. (In The Evening sun, Baltimore, Oct. 31, 1963, p.C17) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 31Oct62; KK170987.

Wonderful to give, Old Forester, new decanter, same famous bottled in bond bourbon. (In The Wall Street Journal, Nov. 7, 1962, p.18) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 7Nov62; KK170988.

BROWN SHOE CO. ©

Brownstudy. Fashion, a lot of spinach or a potent selling force? Vol.2, no.2. Appl. author: Leo Burnett Co., Inc. © 11Jan63; KK170949.

Brownstudy. The men's shoe situation. Vol.2, no.3. Appl. author: Leo Burnett Co., Inc. © 29Apr63; KK173387.

Don't be an almost well-dressed man. Roblee. (In Life, Nov. 17, 1961, p.94) Appl. author: Leo Burnett Co., Inc. © 13Nov61; KK173536.

Have you looked at your feet lately? Roblee. (In Time, Oct. 13, 1961, p.4) Appl. author: Leo Burnett Co., Inc. © 10Oct61; KK173537.

BRUNER CORP. ©

Household and commercial water conditioning equipment. Catalog 2-500. © 10Jan63; KK173285.

BRUNSWICK CORP. See KIEKHAEFER CORP.

BUDGET RENT-A-CAR CORP. OF AMERICA ©

As quickly as possible, change to Budget Rent-A-Car and save up to 40%. (In Advertising age, Jan. 15, 1963, p.287) NM; revisions & additions. © 15Jan63; KK171991.

BUILDERS & REMODELERS, INC. ©

Cress aluminum siding, a combination of Alcoa aluminum and DuPont's Lucite acrylic finish. Appl. author: O. E. Wadenstein. © 9Apr63; KK172875.

Crest aluminum siding, a combination of Alcoa or Reynolds aluminum and E. I. DuPont's acrylic finish. Appl. author: O. E. Wadenstein. © 20Feb63; KK171867.

BULLARD (E. D.) CO. ©

Neutralize, first aid for acid and alkali burns of the eyes and skin. 4 fluid ounces. © 25May62; KK172646.

BUSSARD (R. D.) & SON.

Thrifty-cut spooled pants pocketing. © R. D. Bussard & David D. Bussard d.b.a. R. D. Bussard & Son; 28May63; KK173770.

BUXTON, INC. ©

For a 10 room house & a great big car & a huge vault & a vast wine cellar one small, thin Key-Tainer. (In Life, Oct. 19, 1962, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 18Oct62; KK171696.

It's new blue denims for Lady Buxton's whole set, including the latest member. (In McCall's, May 1963, p.12) Appl. author: Doyle Dane Bernbach, Inc. © 28Apr63; KK173371.

Lady Buxton plays Cupid. Here's what the Petite Fleur Jewel case by Lady Buxton looks like closed. (In Seventeen, Feb. 1963, p.4 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 30Jan63; KK171813.

This is our convertible cigarette case. Photographed ... the town and country set by Lady Buxton. (In McCall's, Dec. 1962, p.165) Appl. author: Doyle Dane Bernbach, Inc. © 24Nov62; KK171373.

With this one case you can start the car ... because, for the first time, you can keep a gas credit card plus 12 keys in one convenient place, in this handsome new Key-Tainer Plus by Buxton. (In Life, Apr. 5, 1963, p.114) Appl. author: Doyle Dane Bernbach, Inc. © 3Apr63; KK172908.

You can so take everything with you, the compact clutch is here. This model: the Petite Fleur by Lady Buxton. (In Ladies' home journal, Apr. 1963, p.122) Appl. author: Doyle Dane Bernbach, Inc. © 28Mar63; KK172737.

C

C. & W. CO. ©

Now, remove any wall covering; for the professional and the do-it-yourselfer. Zipaway. © 16Nov62; KK171608.

C. E. CO. See COMMONWEALTH EDISON CO.

CAHN (BERNARD) CO., INC. ©

Slip-Top car seat coverlet with utility pockets. Style no.4502. Appl. author: Bernard Cahn. © 7Nov62; KK171333.

CAL-DAK CO. ©

Assembly instructions, faucet mounting hose reels for item no.2210, item no.2220, item no.2240. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Co.; 10Jan63 (in notice: 1962); KK171412.

Assembly instructions, HydroJet sweepers. Item no.2749-4 spray jets. Appl. author: Zepha Bogert. © 27Dec62; KK170719.

Assembly instructions, Satellite deluxe hand truck-mount hose reel. Item no.2252. Appl. author: Zepha Bogert. © 27Dec62; KK170720.

Assembly instructions, side winder cart type hose reel. Item no.2222. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Co.; 8Jan63; KK170963.

Assembly instructions, wall-mount swivel hose reel. Item no.2223. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Co.; 8Jan63; KK170962.

Dealer price list, effective July 1, 1963. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Co.; 1Jun63; KK173955.

For drip drying anywhere, Cal-Dak dryer caddy. Item no.6456. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Co.; 8Jan63; KK170964.

A great selling display free with the Cal-Dak hose reel promotion deal no.2200. Catalog sheet. Appl. author: Zepha Bogert. © 10Jan63; KK170966.

Holds 24 garments wrinkle-free. Ironing Caddy, item no.6550. Hang tag. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Co.; 1Jun63; KK173952.

HydroJet water broom display sells. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Co.; 8Jan63; KK170965.

Luxury laundry cart takes the stoop and strain out of washday. Item no.6695. Appl. author: Zepha Bogert. © 8May63; KK173506.

So pretty, so practical. Triple compartment laundry sorter, item no.6775. Hang tag. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Co.; 1Jun63; KK173954.

Take the backache out of washday with a Cal-Dak laundry cart, item no.6673. Hang tag. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Co.; 1Jun63; KK173951.

Wheel wrinkle-free clothes from ironing board to closet. Wheel-easy Ironing Caddy, item no.6553. Hang tag. Appl. author: Zepha Bogert. © Cal-Dak a.a.d.o. Cal-Dak Co.; 1Jun63; KK173953.

CALDWELL, ELIZABETH M. See MERRI-BELL PRODUCTS.

CALVERT DISTILLERS CO. ©

Every bottle must match Calvert's standard of excellence, insured by a world famous insurance company for one million dollars. Calvert Reserve. (In Life, Dec. 19, 1960, p.64) © 14Dec60; KK171411.

Introducing soft whiskey the first hard liquor that's not hard. (In New York times, Apr. 22, 1963, p.28) Appl. author: Doyle Dane Bernbach, Inc. © 22Apr63; KK173339.

CAMDEN IRON WORKS. ©

Cambeams tapered beam roof system; a low cost tapered beam system for low profit buildings. Clear spans from 40 feet to 100 feet and over. © 22Mar63; KK172541.

CAMEO-PARKWAY RECORDS, INC.

Cameo stereo 4 channels on 35 millimeter film; 120 cadence marches. © 21Dec62; KK171449.

CAMPANA CO.

A new pill that helps you quit smoking. [Endorsed by Mickey Mantle] (In Sports Illustrated, July 18, 1960, p.71) © Campana Co. a.a.d.o. Campana Corp.; 15Jul60; KK171257.

CAMPANA CORP.

D. D. D. prescription; a remedial agent for the relief of itching caused by irritations of the skin and scalp. 4 fl. oz. Appl. author: I. W. Crull. © Purex Corp., Ltd. sometimes d.b.a. Campana Corp.; 29Mar63; KK172792.

CAMPANA CORP. See CAMPANA CO.

CAMPBELL PRODUCTS.

Sakrete mixes, the do-it-yourselfer's best friends. Plaster mix. (In Newsday, Apr. 2, 1963, p.9M) © Campbell Products & Sakrete, Inc.; 2Apr63; KK173215.

CANTER SHOE CO. ©

Cherie originals. Shoe carton. Appl. author: M. B. Claff & Sons, Inc. © 3Jan62; KK171075.

CANTO MUSIC CORP. ©

Polynesian love rhythms, native singers and drums recorded in Tahiti. (Canto) © 29Apr63; KK173110.

CAPITOL PRINT. INK CO., INC. ©

Lithographed single color (Y/CYAN/MAG BK) using Capico mark 1/SF process inks. (Process ink color charts, Mark I, Mark V, standard) © 29Mar63; KK173560.

CARANDO'S, INC. ©

Mortadella, nonfat dry milk added. © 11Apr63; KK172790.

The original Carando's special Mortadella. Net wt. 7 -. © 11Apr63 (in notice: 1962); KK173076.

- CARLSBERG AGENCY, INC. ©
Quaffmanship, Carlsberg introduces the executive quaffer. (In Sports illustrated, Aug. 7, 1961, p.E2) © 7Aug61; KK173518.
- CARNATION CO. ©
New main dish idea from Carnation, supper on a bread slice. (In McCall's, Sept. 1960, p.51) Appl. author: A. Culver Boyd, Jr. © 1Sep60; KK173286.
Recipe: new, one dish chicken 'n gravy. Evaporated milk. (In Grit, Mar. 31, 1963, p.11) Appl. author: A. Culver Boyd, Jr. © 31Mar63; KK172889.
- CARNEGIE (DALE) & ASSOCIATES, INC. ©
What does your boss say when your name comes up for promotion? (In Time, Jan. 20, 1961, p.90) © 20Jan61; KK172669.
- CARON CORP.
New for spring, Caron's purse-size freshener, a refreshing lotion in your choice of three famous fragrances. (In Seventeen, Mar. 1963, p.59) © Caron a.a.d.o. Caron Corp.; 28Feb63; KK172155.
- CARR INDUSTRIES. ©
Kleen-A-Roller. Appl. author: Jack L. Carr. © 8Jun63; KK174056.
- CARTER, Z. V. ©
Car-window cushion. © 25Dec62; KK170998.
- CATERPILLAR TRACTOR CO. ©
Cat parts quality cutting edges. © 21Jan63; KK172127.
Cat parts quality, end bits. Caterpillar Dozer end bits, productive, long lasting, low cost-per-hour. © 23Mar63; KK172816.
Cat parts quality, long-lived Cat cylinder liners. © 28Mar63; KK172815.
Cat parts quality, miscellaneous. © 29Mar62; KK170969.
Cat parts quality track rollers. © 8Feb62; KK170968.
Hydraulic hose and reusable fittings. © 16Jan63; KK173164.
Longer life starts here; custom track service. © 5Dec62; KK171336.
New from Caterpillar, Sealed Track. © 22Mar62; KK172180.
Save time, use parts assembly exchange. © 2Jan63; KK171335.
- CECE CO. ©
Giant bath and boudoir innovation; giant refillable Pillow-Puff with powder. Appl. author: Jack Cohan. © 3Jan63; KK174304.
- CENTRAL AIRLINES. ©
Great vacation idea in a bargain package. Crescent Hotel, famous Ozark Mountain resort, Eureka Springs, Ark. (In Arkansas democrat, May 12, 1963, p.5-C) Appl. author: D'Arcy Advertising Co. © 12May63; KK173926.
- CERVEZA SAN JUAN, INC. ©
Beer. © 27Jun62; KK171138.
- CHANEL, INC. ©
Advertising on television networks, plus local stations, on radio, and in leading magazines reminds him that every woman alive wants Chanel No.5. (In Beauty fashion, Nov. 1962, p.50-51) Appl. author: Norman, Craig & Kummel, Inc. © 10Nov62; KK170730.
Christmas has a fragrance, and that fragrance is Chanel, the most treasured name in perfume. No.5. (In Beauty fashion, Dec. 1962, p.34-35) Appl. author: Norman, Craig & Kummel, Inc. © 10Dec62; KK171658.
A new chapter for a favorite story, Chanel no.5. (In Beauty fashion, Apr. 1963, p.54-55) Appl. authors: Norman, Craig & Kummel, Inc. © 10Apr63; KK173008.
Newest Chanel treasure, Chanel no.5 oil for the bath. (In Beauty fashion, Jan. 1963, p.30-31) Appl. author: Norman, Craig & Kummel, Inc. © 10Jan63; KK171659.
The spell of Chanel lasts so well. No.5. (In Beauty fashion, Feb. 1963, p.34-35) Appl. author: Norman, Craig & Kummel, Inc. © 10Feb63; KK171660.
Throughout the year, throughout the land every woman alive sees Chanel No.5. (In Beauty fashion, Mar. 1963, p.66-67) Appl. author: Norman, Craig & Kummel. © 10Mar63; KK172587.
When you can picture yourself in his family album, you're ready for Chanel. (In Seventeen, June 1963, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 28May63; KK173514.
When you put all your eggs in one basket, you're ready for Chanel. (In Seventeen, Apr. 1963, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 28Mar63; KK172624.
When you wear his heart on your sleeve, you're ready for Chanel, the most treasured name in perfume. No.5. (In Seventeen, May 1963, p.1) Appl. author: Norman, Craig & Kummel, Inc. © 30Apr63; KK172886.
- CHAP STICK CO.
Hands that work reach for Chap-ans. (In Supermarket news, Oct. 8, 1962, p.51) Appl. author: L. C. Gumbinner Advtg. Agency. © Chap Stick Co. (In notice: Chap Stick Co., div. of Morton Manufacturing Corp.); 8Oct62; KK170746.
Now, pull sales and profits out of thin air; Chap Stick & Chap-Ans shelf extenders. (In Progressive grocer, Jan. 1963, p.137) Appl. author: L. C. Gumbinner Advertising Agency. © 1Jan63; KK171101.
Whether they're early birds or night owls, starting Jan. 2, your customers will be sold Chap-ans and Chap Stick from crack of dawn to midnight. (In Supermarket news, Jan. 7, 1963, p.12-13) Appl. author: L. C. Gumbinner Advertising Agency. © Chap Stick Co. (In notice: Chap Stick Co., div. of Morton Mfg. Corp.); 7Jan63; KK171299.
- CHASE, FRANCIS.
1963 Talman Federal Savings and Loan Association calendar. See TALMAN FEDERAL SAVINGS & LOAN ASSN., CHICAGO.
- CHELTENHAM SHOPPING CENTER MERCHANTS' ASSN. ©
Name me and see Paris. Win expense paid trip to Paris via Pan American World Airways. (In The Bulletin, Philadelphia, Mar. 12, 1963, p.29) Appl. author: Clements Co., Inc. © 12Mar63; KK172322.
- CHEMETRON CORP. ©
NGC hose reel ceiling outlets. © 25Aug59; KK172476.
Seventeen seconds from service, NCG, National Cylinder Gas. (In New England purchaser, Sept. 1960, p.11) © 5Sep60; KK172007.
- CHICAGO ARTIFICIAL FLOWER CO., INC. ©
Make a hit with America's newest and finest parade floats. (Catalog number 68) Appl. author: L. S. Lippincott. © 21Jun63; KK174216.
- CHINN, DOROTHY L.
Sew by Number. See KRESTEL, LEE.
- CHIROPODY SUPPLY HEADQUARTERS, INC. ©
Impresol; a revolutionary, new, soft, self-molding, synthetic foam that conforms to any protrusion, joint or excrescence of the foot under pressure. Appl. author: William M. Scholl. © 10Dec62; KK171936.
- CHRIS-CRAFT CORP. ©
Can boats as beautifully styled and luxurious as the 1961 Chris-Craft models perform well, too? (In The New Yorker, Mar. 4, 1961, p.110) © 2Mar61; KK172757.
Cruise on, fish from, ski behind, dive off, eat and sleep on Cavalier's new 21. (In Motor boating, Apr. 1961, p.127) © 1Apr61; KK173517.
1963 Cavalier. 16' custom ski boat. © 12Nov62; KK173280.
Sea skiff, 1963, featuring Sportsman models and Corinthians. © 5Dec62; KK172416.
What are the side effects of a Chris-Craft division franchise? (In The Boating industry, Mar. 1961, p.61) © 20Feb61; KK173650.
- CHRISTENSEN, GRACE. See GRACE SPECIAL-TIES CO.
- CHUN KING CORP. ©
Chicken chow mein dinner, complete with chow mein, noodles, and soya sauce. Net weight 1 lb. 3 oz. © 27Dec62; KK173191.
Chinese fortune cookies. Item no.485. Net wt. 3 oz. © 14Jan63; KK171298.
Jeno's pizza, plain. Net weight 14 ozs. © 16Apr63; KK173393.
Jeno's pizza with cheese. Net weight 1 lb. 14 1/2 oz. © 16Apr63; KK173394.
Living earth Greenies, instant dissolving plant food tablets. 24 tablets. © 28Jan63; KK171170.
Meatless chow mein dinner, complete with chow mein, noodles, and soya sauce. Net weight 1 lb. 3 oz. © 1Feb63; KK173189.
2 shrimp egg rolls with mustard. Net weight 5 ozs. © 24Nov62; KK173188.
Wilderness wild rice en casserole with cheese. Net weight 12 ozs. © 18Jan63; KK173192.
Wilderness wild rice pancake mix. Net weight 1 lb. © 27Dec62; KK173190.
- CHURCH & DWIGHT CO., INC. ©
Are your students dreaming of vacation fun? Arm & Hammer Soda bicarbonate. (In Practical home economics, May 1963, p.4 of cover) Appl. author: Charles W. Hoyt Co., Inc. © 20Apr63; KK173756.
A dentifrice recognized for mildness and economy; sodium bicarbonate U.S.P. Arm & Hammer. (In Journal of the American Dental Assn., Feb. 1963, p.253) Appl. author: Charles W. Hoyt Co., Inc. © 2Feb63; KK171622.
Fast easy way to clean & sweeten refrigerator...Arm & Hammer soda bicarbonate. (In McCall's, Apr. 1963, p.144) Appl. author: Charles W. Hoyt Co., Inc. © 20Mar63; KK173150.

CHURCH & DWIGHT CO., INC.-Con.

- It's the livin' end, Arm & Hammer soda bicarbonate. (In My baby, Apr. 1963, p.4) Appl. author: Charles W. Hoyt Co., Inc. NM: revisions. © 20Mar63; KK172517.
- The livin' end for diapers and baths. Arm & Hammer soda bicarbonate. (In Good housekeeping, Feb. 1963, p.191) Appl. author: Charles W. Hoyt Co., Inc. NM: revisions & additions. © 21Jan63; KK171620.
- The livin' end for pure sweet diapers, Arm & Hammer soda bicarbonate. (In Baby talk, Jan. 1963, p.7) Appl. author: Charles W. Hoyt Co., Inc. © 15Dec62 (in notice: 1963); KK170832.
- The livin' end for pure, sweet smelling diapers. Arm & Hammer soda bicarbonate. (In McCall's, Feb. 1963, p.157) Appl. author: Charles W. Hoyt Co., Inc. NM: revision & additions. © 20Jan63; KK171621.
- A mild, economical and effective denture cleaner; sodium bicarbonate U.S.P. Arm & Hammer. (In Journal of the American Dental Assn., Jan. 1963, p.217) Appl. author: Charles W. Hoyt Co., Inc. © 2Jan63; KK171623.
- Pin to big, bold Arm & Hammer profit promotion. Bicarb for babies. (In Progressive grocer, Jan. 1963, p.22-23) Appl. author: Charles W. Hoyt Co., Inc. © 5Dec62 (in notice: 1963); KK170833.
- Put this pert bathing beauty in your aisles. Soda fresh ups make summer twice the fun; healthful bathing in Arm & Hammer Soda bicarbonate. (In Progressive grocer, May 1963, p.110-111) Appl. author: Charles W. Hoyt Co., Inc. © 22Apr63; KK173757.
- Well established for symptomatic treatment of itching. Sodium bicarbonate U.S.P. in the bath allays the distress of pruritus. (In Journal of the American Medical Association, Feb. 9, 1963, p.251) © Feb63; KK173151.
- Well established in the treatment of ordinary indigestion; sodium bicarbonate U.S.P. Arm & Hammer. (In Journal of the American Medical Assn., Jan. 19, 1963, p.62A) Appl. author: Charles W. Hoyt Co., Inc. © 17Jan63; KK171624.
- You don't need ammonia or soap or heavy-duty cleanser or water softener or scouring powders or bleach or caustic powder to clean your house. Arm & Hammer washing soda. (In New York world-telegram & sun, Apr. 1, 1963, p.34) Appl. author: Ross Roy, Inc. © 1Apr63; KK172620.
- You don't need bleach or bluing; Arm & Hammer washing soda with your detergent can save 3 out of 4 of your laundry dollars. (In Daily news, New York, Apr. 11, 1963, p.68) Appl. author: Ross Roy, Inc. © 10Apr63; KK172954.
- CIVIC FINANCE CORP. ©
Financial mart for all business loans. Appl. author: Grabin-Shaw Advertising, Inc. © 18Feb63; KK172222.
- CLAFF (M. B.) & SONS, INC. ©
Foot Comforters, the slipper king; a treat for tired feet. © 21Aug62; KK172654.
Pathfinder by Rolan. S304-13-1S. © 25May60; KK171974.
Pathfinder by Rolan. S305-1S-13. © 25May60; KK171975.
- CLAIROL, INC. ©
The color selector for Miss Clairol Hair Color Bath, the natural looking haircoloring. (Miss Clairol color chart) © 20Dec62; KK171158.
- Does she or doesn't she? Hair color only her hairdresser knows for sure. [Woman looking down at boy with apple] Car card. © 1Feb63; KK172169.
- Does she or doesn't she? Hair color so natural only her hairdresser knows for sure. [Smiling woman & young boy with background of leaves] Appl. author: Foote, Cone & Belding. © 18Feb63; KK172358.
- Does she or doesn't she? Hair color so natural only her hairdresser knows for sure. [Woman in terry cloth top bending over baby] Appl. author: Foote, Cone & Belding. © 18Dec62; KK172357.
- Does she, or doesn't she? Miss Clairol, hair color bath. (In Life, May 31, 1963, p.16) Appl. author: Foote, Cone & Belding. © 27May63; KK173809.
- Does she, or doesn't she? Miss Clairol Hair Color Bath. (Wicker chair [Woman & baby in wicker chair] (In Life, Dec. 21, 1962, p.60-61) Appl. author: Foote, Cone & Belding. © 17Dec62; KK170790.
- Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman & boy baseball player] (In Life, Mar. 29, 1963, p.46-47) Appl. author: Foote, Cone & Belding. © 25Mar63; KK172729.
- Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman & boy eating apple] (In Life, Feb. 1, 1963, p.2 of cover) Appl. author: Foote, Cone & Belding. © 28Jan63; KK171365.
- Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman & boy under umbrella] (In Life, Feb. 22, 1963, p.14) Appl. author: Foote, Cone & Belding. © 18Feb63; KK172096.
- Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman wearing shawl, & child] (In Life, Nov. 23, 1962, p.76) Appl. author: Foote, Cone & Belding. © 19Nov62; KK170814.
- Does she or doesn't she? [Mom being kissed by child] (In Life, Apr. 26, 1963, p.72) Appl. author: Foote, Cone & Belding. © 22Apr63; KK173207.
- Esta usted solo a un paso de ser mas atractiva? Miss Clairol baño de color para el cabello. © 21Jan63; KK171446.
- Great new beauty prescription for troubled hair. Condition. [Lone jar] (In Ladies' home journal, May 1963, p.1) Appl. author: Foote, Cone & Belding. © 20Apr63; KK174059.
- Hate that gray? Wash it away. Loving Care hair color lotion. (In Saturday evening post, Apr. 6, 1963, p.14) Appl. author: Foote, Cone & Belding. © 2Apr63; KK173673.
- If I've only one life, let me live it as a blonde. Ultra-Blue Lady Clairol, Cremogenized hair lightener. Car card. © 15Dec62; KK171160.
- If I've only one life, let me live it as a blonde. Ultra-Blue Lady Clairol. (In Look, Dec. 31, 1962, p.38-39) Appl. author: Foote, Cone & Belding. © 17Dec62; KK170784.
- If she's timid as a mouse (with hair to match) here's your bait. Sparkling Color. (In American hairdresser, Apr. 1963, p.10 & 11) Appl. author: Doyle Dane Bernbach, Inc. © 28Mar63; KK173551.
- If you want to, why not? Miss Clairol Hair Color Bath. [Heads of 5 females] (In Ebony, July 1963, p.72-73) Appl. author: Foote, Cone & Belding. © 18Jun63; KK174060.
- Join Clairol in making 1963 a year to celebrate. (Champagne bottle) (In American hairdresser, Jan. 1963, p.15-19) Appl. author: Foote, Cone & Belding. © 20Dec62; KK170811.
- Miss Clairol Hair Color Bath color dial, color formula wheel. NM: revision. © 8Dec62; KK171159.
- My hair's gray, now I love it that way. Come Alive Gray. (In The American weekly, Feb. 24, 1963, p.11) Appl. author: Foote, Cone & Belding. © 24Feb63; KK172730.
- On the night before Christmas, join Bing Crosby and Mary Martin at our Christmas eve television party; sponsored on behalf of the hairdressers of America by Clairol. (In American hairdresser, Dec. 1962, p.27) Appl. author: Foote, Cone & Belding. © 20Nov62; KK170813.
- The Pearl Blondes. Not just new shades, but a new shimmer. (In Glamour, Apr. 1963, p.70) Appl. author: Doyle Dane Bernbach. © 28Mar63; KK172603.
- Pick the blonde you want to be. Creme Toner. (In The New Yorker, Feb. 11, 1961, p.109) Appl. author: Doyle Dane Bernbach, Inc. © 9Feb61; KK172641.
- See the stars of tomorrow at the Hollywood deb star ball. (In TV guide, Dec. 22, 1962, p.A-9) Appl. author: Foote, Cone & Belding. © 19Dec62; KK170788.
- This is the one that really does the job. Condition, the beauty prescription for troubled hair. Jar. (In American hairdresser, Mar. 1963, p.31) Appl. author: Foote, Cone & Belding. © 20Feb63; KK172098.
- This world-famous hairdresser tells why you should use a special colorfast shampoo if you color or lighten your hair. [Endorsed by George Masters] (In Life, Jan. 11, 1963, p.7) Appl. author: Foote, Cone & Belding. © 7Jan63; KK171029.
- This world famous hairdresser tells why you should use a special colorfast shampoo if you color or lighten your hair. [Endorsed by John Garrison] (In Hair style ideas, summer 1963, p.3) Appl. author: Foote, Cone & Belding. © 1Apr63; KK172695.
- This world-famous hairdresser tells why you should use a special colorfast shampoo if you color or lighten your hair. [Endorsed by Michel Kazan. (In Life, Feb. 15, 1963, p.A1) Appl. author: Foote, Cone & Belding. © 11Feb63; KK173676.
- What do you hear from us lately? Telegram. (In American hairdresser, Feb. 1963, p.7-9) Appl. author: Foote, Cone & Belding. © 20Jan63; KK173099.
- What have you done for yourself lately to make a fortune in silver? [Endorsed by William Clarke] Silver dollar. (In American hairdresser, Apr. 1963, p.7-9) Appl. author: Foote, Cone & Belding. © 20Mar63; KK172925.
- What have you done for yourself lately to put the stars to work for you? Director's chair. (In Modern beauty shop, May 1963, p.39-41) Appl. author: Foote, Cone & Belding. © 25Apr63; KK173199.
- What have you done for yourself lately to ring up more profits? [Endorsed by Gene Shacove] (In Modern beauty shop, June 1962, p.59-61) Appl. author: Foote, Cone & Belding. © 25May62; KK171672.

- What have you done lately to net higher profits through blonding? Pearl in net. [Endorsed by Martin St. Denis] (In American hairdresser, Mar. 1963, p.11-13) Appl. author: Foote, Cone & Belding. © 20Feb63; KK172097.
- You'll flip at the way Silk & Silver turns gray to big profits for you. (In American hairdresser, June 1963, p.6 & 7) Appl. author: Foote, Cone & Belding. © 20May63; KK173810.
- CLAMAGE, ROBERT R. See CLAMAGE INDUSTRIES, LTD.
- CLAMAGE INDUSTRIES, LTD.
Game of Little Bo-Peep. [Instructions] © Clamage Industries, Ltd., solely owned by Robert R. Clamage; 31Dec62; KK171782.
- CLARK, A. J.
Something really new; a kit for making real blueprints, the Blueprinter. © A. J. Clark, A. M. Grant & J. H. Schwecke; 1Mar63; KK172408.
- CLARK, DELBERT S. See SPECIAL GAME CO.
- CLA-VAL CO. ©
Clayton automatic valves, pressure drop calculator. © 28Dec62; KK171780.
- CLAY, AMBROSE W. J. ©
I've got the dater. © 9Apr63; KK173123.
- CLEEK, CHARLES. ©
Introducing the Pet White House; whether your pet is Republican or Democrat, he will love it. © 24Oct62; KK169477.
- CLEVELAND TWIST DRILL CO. ©
Now, positive chip control with Cleveland special purpose chip-breaker drills. Appl. author: W. Emerson Wenger. © 18Jan63; KK171084.
- Three new Cleveland solid carbide tools. Appl. author: W. Emerson Wenger. © 10May63; KK173787.
- CLIMALENE CO. ©
Booster action, Climalene, the detergent booster, gets wash 20% cleaner when used with soap or detergent. Net weight 1 lb. 8 oz. Appl. author: Lawrence F. Crowley. © 16Jan63; KK171523.
- Bowlene disinfects, keeps toilets clean. Net wt. 2 lbs. 3 ozs. Appl. author: Lawrence F. Crowley. © 24May63; KK173698.
- CLOROX CO. ©
Don't ask detergents to do a Clorox job. Clorox gets out dirt detergents leave in. (In Ladies' home journal, Apr. 1963, p.4 of cover) Appl. author: Honig-Cooper & Harrington. © 1Apr63; KK173220.
- Don't ask detergents to do a Clorox job. Jungle gym. (In Better homes & gardens, Apr. 1963, p.6) Appl. author: Honig-Cooper & Harrington. © 1Apr63; KK173950.
- CLUB DISTILLING CO. ©
Club cocktails, 5 delicious drinks to choose from. (In Phoenix republic gazette, Oct. 22, 1962, p.28) Appl. author: Benton & Bowles, Inc. © 22Oct62; KK172037.
- COASTAL VALLEY CANNING CO. ©
Ortega red chile sauce. Net weight 1 lb. 12 oz. © 14Feb63; KK172349.
- COCA-COLA CO. ©
Be our guest, go America contest. Complimentary dealer entry form. BSP 029-1-63. © 8Feb63; KK171890.
- Brimming with flavor, low calorie too, new from the Coca-Cola Company. Tab. [Couple with glasses] © 27Feb63; KK171972.
- Brimming with flavor, low calorie too, new from the Coca-Cola Company. Tab. [Girl holding glass] © 27Feb63; KK171971.
- Dillon study: Soft drinks most profitable item per shelf foot. Coca-Cola: First among soft drinks in food stores. (In Progressive grocer, Aug. 1960, p.28-29) © 1Aug60; KK171609.
- Discover America. © 31Jan63; KK172110.
- Enjoy Coca-Cola. Santa Claus. 24 sheet poster. Appl. author: McCann-Erickson, Inc. © 3Dec62; KK173249.
- Enjoy that refreshing new feeling. [Basketball players with cheerleader] (In Life, Jan. 18, 1963) Appl. author: McCann-Erickson, Inc. © 14Jan63; KK174093.
- New and the closest thing yet to a regular soft drink. Tab. (In Union news, Springfield, Mass., Feb. 27, 1963, p.30) © 27Feb63; KK171973.
- The pause that refreshes. Costume couple. 24 sheet poster. Appl. author: McCann-Erickson, Inc. © 1Mar63; KK173246.
- The pause that refreshes. [Couple in love seat] (In Sepia, Apr. 1, 1963) Appl. author: McCann-Erickson, Inc. © 5Mar63; KK174097.
- The pause that refreshes. [Couple in masquerade costume seated at table] (In Better homes & gardens, Mar. 1963) Appl. author: McCann-Erickson, Inc. © 14Feb63; KK174098.
- The pause that refreshes. Valentine boy & girl. 24 sheet poster. Appl. author: McCann-Erickson, Inc. © 1Feb63; KK173247.
- The pause that refreshes. [Valentine scene, couple in love seat] (In Better homes & gardens, Feb. 1963) Appl. author: McCann-Erickson, Inc. © 15Jan63; KK174099.
- Refreshing new feeling. Basketball player. Poster. Appl. author: McCann-Erickson, Inc. © 2Jan63 (in notice: 1962); KK173245.
- Refreshing new feeling. Girls' school. 24 sheet poster. © 1Apr63; KK173248.
- COCHRANE (H. A.) & SONS, INC. ©
Look, no hands because knee action does all. Backsaver tire lift. © 8Dec62; KK171021.
- COLGATE-PALMOLIVE CO. ©
At last you can choose the soap formula that suits your skin's moisture needs; Colgate announces new Choice soap. (In Look, Oct. 23, 1962, p.86a) Appl. author: Ted Bates & Co., Inc. © 9Oct62; KK171613.
- Colgate announces new Choice soap in 3 formulas for the 3 skin types. At last you can choose the soap formula that suits your skin's moisture needs. (In Life, Dec. 7, 1962, p.R6) Appl. author: Ted Bates & Co., Inc. © 3Dec62; KK172241.
- Honestly now, come clean. You know you have only one Choice for oily skin, cool aqua Choice. (In Toledo blade, Nov. 7, 1962) Appl. author: Ted Bates & Co., Inc. © 7Nov62; KK172249.
- How to clean clothes bleach-white without adding bleach. Pruf, the chlorinated detergent. (In Medford mail tribune, June 6, 1963, p.4c-5c) Appl. author: Lennen & Newell, Inc. © 6Jun63; KK174046.
- Imagine a beauty bath for your hair; new full body Halo. (In McCall's, May 1963, p.R-7) © 20Apr63; KK173755.
- Imagine, a beauty bath for your hair; new, full body Halo. (In Woman's day, Mar. 1963) © 19Feb63; KK172722.
- New giant of a bleach, Action gets clothes so white it's like you bleached them twice. (In Bulletin, Philadelphia, Oct. 15, 1962, p.15) Appl. author: Ted Bates & Co., Inc. © 15Oct62; KK172251.
- Skin insurance? Normal skin needs it most. Choice. (In Toledo blade, Nov. 28, 1962) Appl. author: Ted Bates & Co., Inc. © 28Nov62; KK172250.
- Soaky sells on sight. Illus. Signed: Whitney Darrow, Jr. (In Progressive grocer, Aug. 1962, p.16) Appl. author: Ted Bates & Co., Inc. 1Aug62; KK171614.
- To every woman who insists on bleach-white clothes, but who'd love to stop adding bleach. Pruf, the chlorinated detergent. (In Medford mail tribune, June 13, 1963, p.8A) Appl. author: Lennen & Newell, Inc. © 13Jun63; KK174283.
- What's happened to Halo? Plenty. Halo shampoo. (In Woman's day, Jan. 1963, p.64C) © 18Dec62; KK172723.
- What's happened to Halo? Plenty. New, full body Halo, a beauty bath for your hair. (In McCall's, Dec. 1962, p.R-8) © 20Nov62; KK171398.
- COLOR TILE OF COLORADO, INC. ©
Annual January tile spectacular, clearing out our stock to the bare walls to make room for the new 1963 patterns. (In The Denver post, Jan. 6, 1963, p.22A) © 6Jan63; KK172343.
- Annual spring tile sale. (In The Denver post, Mar. 10, 1963, p.16A) © 10Mar63; KK173466.
- Anyway you look at it, tile is terrific. (In The Denver post, Apr. 14, 1963, p.24A) © 14Apr63; KK174155.
- At Color Tile tons & tons of tile on tap ready to go. (In The Denver post, Feb. 24, 1963, p.16A) © 24Feb63; KK172372.
- At Color Tile you're sure to find wonderful gifts for the home. (In The Denver post, Dec. 9, 1962, p.21A) © 9Dec62; KK171432.
- Best tile buys in town. (In The Denver post, May 6, 1962, p.16A) © 6May62; KK173439.
- Best tile in town; that's our story in a nutshell. (In The Denver post, Jan. 27, 1963, p.14A) © 27Jan63; KK173218.
- Brand names, Color Tile sale. (In The Denver post, Oct. 14, 1962, p.22A) © 14Oct62; KK171425.
- Bring springtime into your home. Spring tile sale. (In The Denver post, Mar. 24, 1963, p.16A) © 24Mar63; KK173465.
- Buy tile, the way you buy groceries; self-service discount prices. (In The Denver post, Jan. 13, 1963, p.18A) © 13Jan63; KK172341.
- Carload sale, fresh from the factory, vinyl floor tile. (In The Denver post, Apr. 22, 1962, p.12A) © 22Apr62; KK173436.

COLOR TILE OF COLORADO, INC.-Con.

- Change your color scheme; tile it in your favorite color. (In The Denver post, Oct. 7, 1962, p.20A) © 7Oct62; KK171424.
- Color tile, America's greatest tile supermarts. Look, this is color tile. (In The Denver post, Mar. 11, 1962, p.20A) © 11Mar62; KK171962.
- Color Tile's wonderful gifts for the home. (In The Denver post, Dec. 2, 1962, p.3AAA) © 2Dec62; KK171431.
- Come and get it at Color Tile. (In The Denver post, May 12, 1963, p.16A) © 12May63; KK174292.
- Denver's tile house. (In The Denver post, Jan. 21, 1962, p.15A) © 21Jan62; KK171651.
- Early bird spring sale of tile. Here we go again with our outstanding spring sale. (In The Denver post, Mar. 25, 1962, p.16A) © 25Mar62; KK171960.
- A fact. Color Tile sells the best there is to sell in floor & wall tile. (In The Denver post, July 15, 1962, p.16A) © 15Jul62; KK171416.
- Folks, you're right in it at Color Tile. (In The Denver post, May 26, 1963, p.22A) © 26May63; KK174290.
- Gee, we sell awful good tile. (In The Denver post, Apr. 29, 1962, p.26A) © 29Apr62; KK173437.
- Got space that's going to waste? Add-a-room with tile. (In The Denver post, Apr. 7, 1963, p.20A) © 7Apr63; KK174153.
- Greatest tile show on earth; biggest and best selections, every kind of tile in stock ready to go. (In The Denver post, Nov. 11, 1962, p.26A) © 11Nov62; KK171438.
- Hunting for unusual tile? (In The Denver post, July 29, 1962, p.14A) © 29Jul62; KK171418.
- Ladies and gentlemen, your tile is here. (In The Denver post, May 13, 1962, p.14A) © 13May62; KK173440.
- The ladies choice. Women love it, because it's so clean so carefree so downright beautiful. (In The Denver post, Apr. 8, 1962, p.7AA) © 8Apr62; KK171958.
- Let's go for tile. (In The Denver post, Jan. 20, 1963, p.16A) © 20Jan63; KK172340.
- Let's talk tile. (In The Denver post, Jan. 7, 1962, p.21A) © 7Jan62; KK171653.
- Look for tile where the most tile is. (In The Denver post, Oct. 21, 1962, p.20A) © 21Oct62; KK172342.
- A million mosaic, now on sale. We bought an entire factory. (In The Denver post, Sept. 2, 1962, p.5A) © 2Sep62; KK171473.
- Need a new deck? Take a look at your floors, are they shipshape? (In The Denver post, July 22, 1962, p.14A) © 22Jul62; KK171417.
- Need tile? Check your square feet, come to Color Tile. (In The Denver post, Mar. 31, 1963, p.20A) © 31Mar63; KK173469.
- New arrivals, fresh from the factory tile; newest colors, newest designs. (In The Denver post, Mar. 18, 1962, p.17A) © 18Mar62; KK171961.
- Next weekend, tile awhile. (In The Denver post, Apr. 15, 1962, p.10A) © 15Apr62; KK171957.
- Now's the time to tile those neglected areas. (In The Denver post, Sept. 30, 1962, p.24A) © 30Sep62; KK171471.
- Poor Richard says, I saved a pile at Color Tile. (In The Denver post, Feb. 1, 1963, p.12A) © 3Feb63; KK172375.
- Presto-change-o with tile. (In The Denver post, June 24, 1962, p.12A) © 24Jun62; KK173240.
- Rx spring tonic for tired, run-down floors and walls. (In The Denver post, Mar. 3, 1963, p.18A) © 3Mar63; KK173468.
- Save on tile. Tile it yourself. (In The Denver post, Aug. 19, 1962, p.14A) © 19Aug62; KK171415.
- Tessera, sure. Color tile has it. (In The Denver post, May 20, 1962, p.25A) © 20May62; KK173441.
- Tile at discount prices; vinyl floor tile with asbestos. (In The Denver post, May 27, 1962, p.23A) © 27May62; KK171889.
- Tile, come and get it. (In The Denver post, June 3, 1962, p.23A) © 3Jun62; KK173238.
- Tile, don't put it off, put it on your floors, walls. (In The Denver post, July 8, 1962, p.18A) © 8Jul62; KK173492.
- Tile has nine lives, too; it lasts and lasts; it wears and wears and wears. (In The Denver post, May 19, 1963, p.14A) © 19May63; KK174289.
- Tile in living color, you can make your floors come alive with color-vinyl easy to care for tile. (In The Denver post, Nov. 18, 1962, p.14A) © 18Nov62; KK171439.
- Tile is a natural; nothing does it like tile. (In The Denver post, May 5, 1963, p.14A) © 5May63; KK174291.
- Tile-it-yourself. (In The Denver post, Jan. 28, 1962, p.19A) © 28Jan63; KK171650.
- Tile makes a happier home; a cleaner, brighter and more colorful home. (In The Denver post, Apr. 28, 1963, p.18A) © 28Apr63; KK174154.
- Tile marches on, years from now you'll still be glad you tiled today. (In The Denver post, Dec. 30, 1962, p.10A) © 30Dec62; KK171430.
- Tile on tick. No money down, use our easy payment plan. (In The Denver post, Aug. 12, 1962, p.15A) © 12Aug62; KK171414.
- Tile spells new beauty for your kitchen, bathroom, basement. (In The Denver post, Nov. 4, 1962, p.22A) © 4Nov62; KK171437.
- Tile those tired floors. (In The Denver post, Feb. 17, 1963, p.14A) © 17Feb63; KK172373.
- Tile unlimited at fabulous Color Tile; first with the latest. (In The Denver post, June 17, 1962, p.18A) © 17Jun62; KK173237.
- Tile your tepee; famous Amtico vinyl floor tile. (In The Denver post, Sept. 9, 1963, p.6A) © 9Sep62; KK172238.
- Time for you birds to start fixing up the place; spring tile sale. (In The Denver post, Apr. 1, 1962, p.20A) © 1Apr62; KK171959.
- Time to tile. (In The Denver post, Feb. 11, 1962, p.16A) © 11Feb62; KK171866.
- Tops in tile. (In The Denver post, Jan. 14, 1962, p.21A) © 14Jan62; KK171652.
- Treat yourself, tile your bathroom, kitchen, basement. (In The Denver post, Dec. 16, 1962, p.14A) © 16Dec62; KK171433.
- Turn to tile for a deliberately lavish bathroom. (In The Denver post, June 10, 1962, p.22A) © 10Jun62; KK173239.
- Vote for tile. (In The Denver post, Oct. 28, 1962, p.23A) © 28Oct62; KK171426.
- We carry every big name in nationally advertised tile. (In The Denver post, Feb. 4, 1962, p.21A) © 4Feb62; KK171865.
- We proudly feature American made tile. (In The Denver post, Apr. 21, 1963, p.20A) © 21Apr63; KK174156.
- When it comes to tile, come to Color Tile Supermarts. (In The Denver post, July 1, 1962, p.16A) © 1Jul62; KK171419.
- Who me? Tile my own kitchen floor? Famous Matico vinyl floor tile. (In The Denver post, Mar. 17, 1963, p.18A) © 17Mar63; KK173467.
- Who needs tile? (In The Denver post, Mar. 4, 1962, p.21A) © 4Mar62; KK171963.
- The whole town is talking about Color Tile. (In The Denver post, Aug. 5, 1962, p.29A) © 5Aug62; KK171413.
- Wife-saving tile. (In The Denver post, Aug. 26, 1962, p.20A) © 26Aug62; KK173493.
- Wow, ceramic wall tile. (In The Denver post, Feb. 10, 1963, p.5A) © 10Feb63; KK172374.
- You can't beat our line, we carry every big name. (In The Denver post, Sept. 23, 1962, p.22A) © 23Sep62; KK171472.
- You've got to hand it to Color Tile. (In The Denver post, Nov. 25, 1962, p.18A) © 25Nov62; KK171440.

COLWELL PRESS, INC. ©
Home decorator calendar and guide,
1964. © 3Jan63; KK171661.

COMET RICE MILLS, INC. ©
Comet Rice Company cooperative merchandising agreement. Comet giant grain rice. Winter, 1962. NM: revision. © 21Dec62; KK172743.
Comet Rice Company cooperative merchandising agreement. Comet Quik rice. Spring promotion, 1963. NM: revision. © 1Apr63; KK172744.
Comet Rice Company cooperative merchandising agreement. NM: revision. © 4Apr63; KK172742.
Comet rice gives double value. (In McCall's, Jan. 1963, p.R-2) © 15Dec62; KK172107.
Comet the modern rice. The only enriched and vitafied rice presents the Comet rice ten day ten pound diet. NM: additions & revisions. © 29Jan63; KK171976.
Comet the modern rice; the only enriched and vitafied rice presents the Comet Rice 20 day-20 pound no hunger diet. NM: revisions & additions. © 27May63; KK174220.
Do you want to lose 10 pounds, or more, yet never be hungry? (In Rockland County journal-news, Apr. 3, 1963, p.15) © 3Apr63; KK173137.
Do you want to lose 10 pounds or more yet never be hungry? Try the Comet rice no hunger diet. Comet giant grain rice. (In Rockland county journal-news, Nyack, N. Y., Apr. 3, 1963, p.15) NM: revision & additions. © 3Apr63; KK173329.
Do you want to lose 10 pounds or more yet never be hungry? Try the Comet rice no hunger diet. Comet Quik rice. (In The Indianapolis star, Apr. 18, 1963, p.31) NM: revisions & additions. © 18Apr63; KK173328.
I lost a pound a day using the easy, economical Comet rice diet, yet never had a hungry moment. (In Sunset, Mar. 1963, p.173) © 25Feb63; KK172745.
New, a really new rice, cooks in 3 minutes. Fine ground Quik enriched rice. (In Daily herald telephone, Bloomington, Ind., Mar. 14, 1963) © 14Mar63; KK172741.

- New Comet longrain, Vitaflief fine ground Quik enriched rice. Net wt. 1 lb. 12 ozs. © 23Oct62; KK172746.
- COMMONWEALTH EDISON CO.**
Before it happens to you, get her a fume free electric dryer. (In Chicago daily tribune, Jan. 7, 1963, pt.8, p.3) © Commonwealth Edison Co. otherwise k.a. Commonwealth Edison - Public Service Co.; 7Jan63; KK170830.
- Buy that new electric range now and get the wiring free. (In Chicago daily tribune, Mar. 1, 1963, sec.2, p.14) © Commonwealth Edison Co. otherwise k.a. Commonwealth Edison - Public Service Co.; 1Mar63; KK172042.
- Buy that new electric range now and get the wiring free. (In Chicago daily tribune, Mar. 18, 1963, p.6, sec.2) © Commonwealth Edison Co. otherwise k.a. Commonwealth Edison - Public Service Co.; 18Mar63; KK173438.
- It almost cleans itself; one of the many nice things you'll like about a modern electric range is its dirtlessness. [Endorsed by Mrs. William Weber] (In Chicago daily tribune, Feb. 4, 1963, pt.1, p.25) © Commonwealth Edison Co. otherwise k.a. Commonwealth Edison - Public Service Co.; 4Feb63; KK171509.
- Midwest's first con'do-min'um is all electric. (In Chicago daily news, Mar. 8, 1963, p.18) © Commonwealth Edison Co. otherwise k.a. Commonwealth Edison - Public Service Co.; 8Mar63; KK172043.
- The man with the 8-ft. arm. Today's lineman is using this and other new wrinkles to give you better electrical service. (In Chicago daily tribune, Feb. 5, 1963, Pt.1, p.19) © Commonwealth Edison Co. otherwise k.a. Commonwealth Edison - Public Service Co.; 5Feb63; KK172236.
- Now, 42 new homes of living light. (In Chicago tribune, June 8, 1963, p.14) © Commonwealth Edison Co. otherwise k.a. Commonwealth Edison - Public Service Co.; 6Jun63; KK173924.
- This is just part of a \$760,000,000 program to bring more power to you. (In Chicago daily tribune, Jan. 2, 1963, pt.6, p.4) © Commonwealth Edison Co. otherwise k.a. Commonwealth Edison - Public Service Co.; 2Jan63; KK170831.
- COMMONWEALTH EDISON - PUBLIC SERVICE CO.**
See COMMONWEALTH EDISON CO.
- COMMUNICATIONS ASSOCIATES. ©**
Play Gold Bond Lucky Dime. Win one thousand free Gold Bond stamps at your Colonial Store. © 20Dec62; KK173459.
- CONGOLEUM-NAIRN, INC. ©**
How do you measure success? Luxury tufted, Loomweve rugs & carpets. (In Floor covering weekly) © 7Jan63; KK170827.
- CONNORS STEEL DIVISION, H. K. PORTER CO., INC. See PORTER (H. K.) CO., INC. CONNORS STEEL DIVISION.**
- CONSUMER SPECIALTIES CORP. ©**
Snap Fire charcoal lighter, with a throw away aluminum foil chimney. Contains 3 lighters. © 25Feb63; KK172781.
- CONTINENTAL BAKING CO., INC. ©**
Buttermilk makes the flavor. Wonder enriched bread made with buttermilk recaptures the delicate flavor and lacy texture of bread from a plantation oven. (In Democrat, Little Rock, Ark., Sept. 6, 1962) Appl. author: Ted Bates & Co., Inc. © 6Sep62; KK172252.
- Can these be America's secret weapons? (In The Review, July/Aug. 1962) Appl. author: Ted Bates & Co., Inc. © 14ag62; KK172253.
- Delicious new Hostess English muffins, fork-split ready for toasting, made with all-butter for flavor. (In News, Indianapolis, May 23, 1962) Appl. author: Ted Bates & Co., Inc. © 23May62; KK172244.
- Delicious new Wonder English muffins. Fork-split ready for toasting, made with all-butter for flavor. (In Herald Clinton, Iowa, May 23, 1962) Appl. author: Ted Bates & Co., Inc. © 23May62; KK172255.
- Delicious new Wonder English muffins. Fork-split ready for toasting, made with all-butter for flavor. (In Herald examiner, Los Angeles, Feb. 15, 1962) Appl. author: Ted Bates & Co., Inc. © 15Feb62; KK172254.
- Get ready, get set for an avalanche of business as Wonder introduces ... Wonder English muffins. (In Commercial bulletin, Feb. 23, 1962, p.2 of cover) Appl. author: Ted Bates & Co., Inc. © 23Feb62; KK172257.
- Giant takes over the town. New Giant Wonder enriched bread, giant in size with vitamins, proteins, minerals and flavor. (In Record & Bainbridge news, Sidney, N.Y., July 25, 1962) Appl. author: Ted Bates & Co., Inc. © 25Jul62; KK172258.
- Giant takes over the town. New Giant Wonder soft-whirled bread is wonderfully soft-crust and all. (In Union sun & journal, Lockport, N. Y., July 26, 1962) Appl. author: Ted Bates & Co., Inc. © 26Jul62; KK172259.
- Great bread news; 7 of the world's natural grains now blended together. (In Herald examiner, Los Angeles, Jan. 18, 1962) Appl. author: Ted Bates & Co., Inc. © 18Jan62; KK172260.
- Have you tried Wonder soft whirled bread lately? 8 hours fresher. (In News Winona, Minnesota, May 15, 1962) Appl. author: Ted Bates & Co., Inc. © 15May62; KK172256.
- Have you tried Wonder soft-whirled bread lately? Now fresher and better than ever before. (In News Kenosha, Wis., Aug. 6, 1962) Appl. author: Ted Bates & Co., Inc. © 6Aug62; KK172261.
- Here's a promise to Waterloo area housewives. (In Courier, Waterloo, Iowa, May 9, 1962) Appl. author: Ted Bates & Co., Inc. © 9May62; KK172262.
- Hold everything, don't make a sandwich without this. Wonder sandwich bread. (In The Cedar Rapids gazette, Sept. 12, 1962, p.12C) Appl. author: Ted Bates & Co., Inc. © 12Sep62; KK171841.
- How to lead a soft life with new Wonder soft whirled bread. (In Southern California grocers journal, July 12, 1962, p.5) Appl. author: Ted Bates & Co., Inc. © 12Jul62; KK171850.
- El maravilloso lanzador Luis Arroyo dice: A mi familia le encanta el pan Wonder. (In El Diario de Nueva York, Sept. 27, 1962, p.31) Appl. author: Ted Bates & Co., Inc. © 27Sep62; KK171839.
- Mother throw away that bread knife. The Wonder crust eats as good as the bread itself. (In Press scimitar, Memphis, May 23, 1962) Appl. author: Ted Bates & Co., Inc. © 23May62; KK172248.
- Mother, throw away that bread knife, the Wonder crust eats as good as the bread itself. (In Sioux Falls argus-leader, Sept. 19, 1962, p.8) Appl. author: Ted Bates & Co., Inc. © 19Sep62; KK171846.
- Nation's most modern bakery opens in Denver. New baking process brings you Wonder soft-whirled bread. (In Post Denver, Apr. 30, 1962, p.27) Appl. author: Ted Bates & Co., Inc. © 30Apr62; KK172263.
- New Holsum enriched bread made with buttermilk. Rich in sweet cream buttermilk nutrition. (In News press, Fort Myers, Fla., Apr. 26, 1962) Appl. author: Ted Bates & Co., Inc. © 26Apr62; KK172264.
- New pie invention thrills, all Southern California cash registers ring as thousands buy Hostess Handi-pies. (In Food mart news, So. Calif. ed., Jan. 12, 1962, p.10) Appl. author: Ted Bates & Co., Inc. © 12Jan62; KK172265.
- New Wondergold bread overnight sales smash in New England. (In New England grocery & market magazine, Oct. 1962, p.22) Appl. author: Ted Bates & Co., Inc. © 30Sep62; KK172275.
- Now comes Wondergold for people who don't always eat the way they should. [Man seated at table eating meat & potatoes] (In Journal courier, New Haven, June 14, 1962) Appl. author: Ted Bates & Co., Inc. © 14Jun62; KK172245.
- Now comes Wondergold for people who don't always eat the way they should. [Woman hurriedly eating & looking at clock] (In Journal courier, New Haven, May 3, 1962, p.20-21) Appl. author: Ted Bates & Co., Inc. © 3May62; KK172246.
- Now for people who don't always eat the way they should. Wondergold helps balance unbalanced diets. (In Blade, Toledo, Dec. 10, 1962) Appl. author: Ted Bates & Co., Inc. © 10Dec62; KK172266.
- Now Wonder golden wheat bread comes soft whirled; has no holes, looks like cake. (In Herald examiner, Los Angeles, May 23, 1962, p.C-10) Appl. author: Ted Bates & Co., Inc. © 23May62; KK172267.
- One look is enough to prove the wonderful difference in Wonder soft whirled bread. (In Constitution, Lawton, Okla., Oct. 25, 1962, p.17) Appl. author: Ted Bates & Co., Inc. © 25Oct62; KK172268.
- Q: What makes this the greatest sandwich loaf ever baked? A: These 4 great new features. (In Register & messenger, Gainesville, Fla., May 23, 1962) Appl. author: Ted Bates & Co., Inc. © 23May62; KK172269.
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- Sensational new baking process makes Wonder bread wonderfully soft, crust and all. (In The Seattle times, Sept. 26, 1962, p.52-53) Appl. author: Ted Bates & Co., Inc. © 26Sep62; KK171844.
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 Memphis, May 9, 1962) Appl. author:
 Ted Bates & Co., Inc. © 9May62;
 KK172247.
- Stop, mother, don't trim Wonder's
 crust. (In Sioux Falls argus-
 leader, Sept. 12, 1962, p.9)
 Appl. author: Ted Bates & Co., Inc.
 © 12Sep62; KK171845.
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 crust, it eats as good as the
 bread itself. (In The Daily
 messenger, Union City, Tenn.,
 Sept. 5, 1962, p.11) Appl. author:
 Ted Bates & Co., Inc. © 5Sep62;
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 bread itself. (In The Daily
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 Sept. 12, 1962, p.15) Appl. author:
 Ted Bates & Co., Inc. © 12Sep62;
 KK171848.
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 sales history; top stars join Wonder
 winner campaign. [Endorsed by
 Gordie Howe] (In Food merchants
 advocate, Jan. 1962, p.2) Appl.
 author: Ted Bates & Co., Inc.
 © 1Jan62; KK171849.
- Talk about shelf space, you'll want to
 give plenty to new Wonder soft
 whirled bread. (In Cleveland food
 dealer, May 1962, p.9) Appl. author:
 Ted Bates & Co., Inc. © 10May62;
 KK172271.
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 Wonder brown 'n serve rolls. (In
 Le Sueur news-herald, Dec. 12, 1962,
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 Co., Inc. © 12Dec62; KK171840.
- This Christmas serve warm, home-baked
 Wonder brown 'n serve rolls made
 with buttermilk. (In The Washington
 post, Dec. 13, 1962) Appl. author:
 Ted Bates & Co., Inc. © 13Dec62;
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 baked Wonder brown 'n serve rolls.
 (In Valley dispatch, Warwick, N. Y.,
 Nov. 7, 1962) Appl. author: Ted
 Bates & Co., Inc. © 7Nov62;
 KK172280.
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 baked Wonder brown 'n serve rolls
 made with buttermilk. (In The
 Washington post, Nov. 15, 1962)
 Appl. author: Ted Bates & Co., Inc.
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- Thousands of women are saying it's a
 wonderful new kind of bread. More
 than half a million loaves enjoyed
 to date. Wondergold. (In Republican,
 Waterbury, Conn., Oct. 18, 1962)
 Appl. author: Ted Bates & Co., Inc.
 © 18Oct62; KK172278.
- To prove the wonderful difference in
 Wonder soft whirled bread, one look
 is enough. (In Independent press
 telegram, Long Beach, Calif.,
 July 19, 1962) Appl. author: Ted
 Bates & Co., Inc. © 19Jul62;
 KK172243.
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 fashioned flavor? Buttermilk.
 (In Deseret news telegram, Salt Lake
 City, Oct. 22, 1962) Appl. author:
 Ted Bates & Co., Inc. © 22Oct62;
 KK172276.
- What is it? It's the most exciting
 new breakfast treat you've ever
 toasted; Hostess English muffins.
 (In News, Indianapolis, Apr. 18,
 1962, p.35) Appl. author: Ted
 Bates & Co., Inc. © 18Apr62;
 KK172242.
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 to moon. (In Cleveland food dealer,
 June 1962, p.9) Appl. author:
 Ted Bates & Co., Inc. © 10Jun62;
 KK172274.
- You are invited to visit the fabulous
 new Wonder bakery. See how Wonder
 soft whirled bread and Hostess cakes
 are made. (In The Denver post,
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 Ted Bates & Co., Inc. © 20Jul62;
 KK172273.
- CONTINENTAL-EMSCO CO.
 Now with a wide variety of packing
 types Continental-Emsco swivel
 joints can handle all mild to
 highly corrosive chemicals. (Swivel
 joints for corrosive chemicals)
 (In Chemical engineering, Oct. 15,
 1962, p.49) © Continental-Emsco
 Co., a division of Youngstown Sheet
 & Tube Co.; 9Oct62; KK171061.
- This is the shot that protects Conti-
 nental sucker rods against premature
 failures; Continental's got it,
 worldwide. (Shot blasted sucker
 rods) (In The Oil and gas journal,
 Oct. 29, 1962, p.38-39) © Conti-
 nental-Emsco Co., a division of
 Youngstown Sheet & Tube Co.;
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 Change to Conoco; sales assistance
 fitted to your needs. (In The Oil
 daily, Feb. 4, 1963, p.9)
 © 4Feb63; KK171639.
- How much are breakdowns costing you?
 [Endorsed by Loren Briscoe]
 Conoco. (In Montana farmer stock-
 man, Jan. 1, 1963, p.52) © 1Jan63;
 KK171167.
- New Conoco all-season super motor oil
 meets every oil change requirement
 of every car. (In The Oil daily,
 Jan. 21, 1963, p.13) © 21Jan63;
 KK171166.
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 equipment. Conoco all season
 super motor oil. (In Montana
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- Put your car and your cares in
 Conoco's hands. (In Look,
 Oct. 11, 1960, p.66N) © 11Oct60;
 KK171258.
- COPPES, INC. ©
 Curricula school furniture; basic in-
 stitutional cabinetwork. © 16Feb63;
 KK172182.
- CORECTO CORP. ©
 Corecto, the nursing unit with the
 natural nursing angle. © 30Apr63;
 KK174197.
- New baby feeding development, Corecto
 nurser for correcting faulty feeding
 problems. © 30Apr63; KK174196.
- CORRELL, MELVIN W. ©
 Chuck Wagon dressing for salads.
 Contents: 8 fl. oz. © 22Apr63;
 KK172953.
- CORRUBIA, PAUL EMIL. ©
 There is no place like Bishop's
 Restaurants, Inc.; 1913-1963.
 (Tulsa spires) © 19Feb63; KK173208.
- COSMAIR, INC. ©
 Keep them in the salon with the ex-
 clusively professional hair products
 of L'Oreal of Paris. (In American
 hairdresser, Aug. 1961, p.3 of
 cover) © 1Aug61; KK174109.
- Now L'Oreal is professional hair
 colouring and permanent waves plus
 a full line of the finest French-
 inspired cosmetics. (In National
 beauty school journal, Sept. 1961,
 p.35) © 30Sep61; KK173382.
- COTY, INC. ©
 L'Or the world's most modern, most
 luxurious perfume. (In Vogue,
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 Inc. © 1Dec60; KK174129.
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 measures just the right amount of
 precious spray. (In Esquire,
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 Batten Barton Durstine & Osborn,
 Inc. © 1Nov60; KK173882.
- COUSIN JACK PASTY, INC. ©
 Cousin Jack delicious beef and vege-
 table pasty; quick frozen just heat
 and enjoy. Net weight 9 oz.
 © 13Dec62; KK171477.
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 The priceless look of beauty is
 seldom a matter of price.
 Fine fashion jewelry. (In Cosmo-
 politan, Feb. 1963, p.10) Appl.
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 © 25Jan63; KK171801.
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 a matter of price. (In Mademoiselle,
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 Rumrill Co., Inc. © 29Apr63;
 KK173348.
- COVER LAWN SEED CO. ©
 Cover Lawn Seed Company presents all
 perennial Year After Year, all time
 lawn grass seed. Appl. author:
 Benjamin S. Goldberg. © 1Feb63;
 KK174285.
- COWART, CHESTER R. ©
 Auto-Insur-A-Mat vender services.
 © 4Apr63; KK172698.
- COWLEY (S. L.) & SONS MANUFACTURING
 CO., INC. ©
 Rat and mouse poison. Net contents
 6 oz. © 17Dec62; KK171740.
- COX, JAMES P. See BARBUR (A. D.) CO.
- CRACKER JACK CO. ©
 Campfire old-style chewy marshmallows.
 Net weight 12 oz. © 24May63;
 KK174024.
- CRANDALL, LEE A. ©
 Fly flask, the fisherman's friend.
 © 15Apr63; KK174132.
- CREATIVE DISPLAYS, INC. ©
 Helene Curtis Secure floor merchan-
 diser, set-up instruction sheet.
 © 26Apr63; KK173098.
- How to set up your baby products jumbo
 display card. (No.1135-T)
 © 13Jun63; KK173930.
- How to set up your floor display. No.1124-U.
 © 24May63; KK173462.
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 display. No.1104-T. © 13May63;
 KK173460.
- How to set up your Helene Curtis Deep
 Secret counter display. © 3Apr63;
 KK172717.
- How to set up your Johnson's wax floor
 merchandiser. (1153-TK) © 5Jun63;
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 hot buy floor merchandiser.
 (No.1152-TK) © 13Jun63; KK173928.
- How to set up your Lenthic counter
 display. No.1134-TS. © 10May63;
 KK173463.
- How to set-up your Mennen floor
 merchandiser; contains one deodor-
 ant contract display no.63-1-DC-FS/K.
 © 19Apr63; KK173450.
- How to set-up your Mennen shelf ex-
 tender, no.63-MS-EXT. © 9Apr63;
 KK173451.
- How to set-up your pole display.
 © 30Apr63; KK173096.
- How to set-up your Sheaffer's prize
 party display merchandiser.
 © 30Apr63; KK173097.
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 luncheon meats canopy. (No.1148-M)
 © 10Jun63; KK173929.

- How to set up your Tuffy Tower floor merchandiser. © 8Apr63; KK172718.
- How to set up your Tweed counter display. No. 1116-TS. © 17May63; KK173461.
- New Curtis exterior instant caulk counter display set-up instructions. © 22May63; KK173615.
- New Curtis instant tile adhesive counter display set-up instructions. © 22May63; KK173614.
- Tender touch floor merchandiser, set-up instruction sheet. © 30Apr63; KK173095.
- CRESSLER PRODUCTS CO.**
The Rins-er-dent pictured here is a hollowed mouthpiece; this is a mouth washing machine. © Edward Payson Cressler d.b.a. Cressler Products Co.; 2Jan63; KK171829.
- CREST MANUFACTURING CO., INC. ©**
Portable repair shop system; over 2800 scientifically engineered plumbing repair parts for that one-trip repair. Appl. author: Bernard E. Goerler. © 29Aug62; KK174053.
- CROCKER-ANGLO NATIONAL BANK. ©**
Little bundle of joy, big bundle of bills. (In San Francisco chronicle, June 4, 1963, p.40) Appl. author: J. Walter Thompson Co. © 4Jun63; KK173892.
- CROCKER-ANGLO NATIONAL BANK, SAN FRANCISCO.**
Growing families often need extra money. Which of these loans from the most helpful bank can your family use? (In News call bulletin, Mar. 4, 1963, p.4) Appl. author: J. Walter Thompson Co. © Crocker-Anglo National Bank; 4Mar63; KK172655.
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- Will your first home take your last cent? (In Oakland tribune, Feb. 4, 1963, p.19) Appl. author: J. Walter Thompson Co. © 4Feb63; KK172839.
- CROSBY (BING) PRODUCTIONS, INC. ©**
Ben Casey jigsaw puzzle, over 600 interlocking pieces. For ages 10 to adult. 4319. [By] Milton Bradley Co. No. 3. She'll be going home soon. © 20Nov62; KK172968.
4. The ordeal is over. © 20Nov62; KK172967.
- CROWN ZELLERBACH CORP. ©**
Level, but not smooth, smooth, but not level. Surfa/gloss roll/blade double coated letterpress gloss. (In Printing magazine, Sept. 1962, p.36-37) © 1Sep62; KK170773.
Sliced carrots stock vignette. Glosseal. © 5Dec62; KK171893.
We were meant for each other. © 15Jan63; KK171948.
- CUCAMONGA VINEYARD CO. ©**
Cuvee d'or, California sparkling burgundy, naturally fermented. Net contents 4/5 quart. © 13May63; KK173612.
- CUNNINGHAM, J. LESTER. ©**
A check list of cabochon gem materials and their lapidary features. © 29Mar63; KK173800.
- CURTIS (HELENE) INDUSTRIES, INC. ©**
Vive la difference. Only Helene Curtis Spray Net gives you the sister sprays with the important difference you need. (In McCall's, Sept. 1961, p.37) © 20Aug61; KK173080.
- CURTIS (HELENE) INDUSTRIES, INC. See LENTHERIC.**
- D**
- DACO PLASTICS. ©**
Rax-all by Daco Plastics. Plastic tie rider for in hand and redi-tie. Appl. author: David Cohen. © 15Jan63; KK173519.
- DAIRY CORP. OF AMERICA. ©**
Embassy ice cream by DuVal; butter pecan. One half gallon liquid. Appl. author: Joseph L. Wasacz. © 10Dec62; KK171281.
- DAIRYPAK, INC. ©**
Butter carton. (Terr. des. 1065) © 4Feb63; KK171668.
Butter carton. (Terr. des. 1066) © 4Feb63; KK171669.
Wolferman's continental ice cream; all purpose flavor. Half gallon liquid. (Terr. des. 1061) © 20Oct62; KK171760.
- DANIEL (JACK) DISTILLERY.**
Anywhere in Jack Daniel's hollow is a good place to get a drink of water. Old no.7. (In U. S. news & world report, May 27, 1963, p.95) Appl. author: William Weston. © 27May63; KK173978.
It takes 125 tow sacks of fine ground, hard maple charcoal to fill one of Jack Daniel's charcoal mellowing vats. Old no.7. (In Kansas Citian, Nov. 13, 1962, p.18) Appl. author: William Weston. © Jack Daniel's Distillery, Lem Motlow, Prop., Inc.; 1Nov62; KK170947.
Jack Daniel's barrelmen watch over our Tennessee sippin' whiskey from the time it goes into the warehouse until it comes out. Old no.7. (In The Washington post, Oct. 9, 1962, p.A2) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 9Oct62; KK171282.
Jack Daniel's is charcoal mellowed the same way it was nearly a century ago. Old no.7. (In The Philadelphia inquirer, May 16, 1963, p.41) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 16May63; KK174310.
Jack Daniel's old office is a good place to get away from the heat of making the charcoal that smooths out our sippin' whiskey. Old no.7. (In TV guide, Oct. 6-12, 1962, p.A-11) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 6Oct62; KK170842.
Merry Christmas from all of us at Jack Daniel's hollow. (In Time, Dec. 7, 1962, p.2 of cover) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 7Dec62; KK170767.
Merry Christmas from all of us at Jack Daniel's hollow. Old no.7. (In Business week, Dec. 15, 1962, p.6) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 15Dec62; KK170878.
Ricks of hard maple are stacked most carefully to make the special charcoal that smooths out Jack Daniel's sippin' whiskey. Old no.7. (In The Phoenix gazette, May 11, 1963, p.14) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 11May63; KK173949.
Sprucing up Jack Daniel's old office is a yearly chore. Old no.7. (In Birmingham post herald, May 13, 1963, p.9) Appl. author: William
- Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 13May63; KK173973.
- Tennessee sippin' whiskey has to go through a charcoal mellowing vat drop by drop. Old no.7. (In Atlantic, Oct. 1962, p.125) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 10Oct62; KK171279.
- To the friends of Jack Daniel's who are thinking about giving our Tennessee sippin' whiskey this year. Old no.7. (In Business week, Nov. 17, 1962, p.155) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 17Nov62; KK170951.
- DANLY MACHINE SPECIALTIES, INC. ©**
Inside the Danly O. B. I., an inside report on things you might like to know about Danly open back inclinable presses. Appl. author: James W. Dolan. © 15Dec62; KK172661.
- DANT DISTILLERS CO. ©**
Meet J. W. Dant's kissin' cousin from Scotland; enjoy the luxury of 8 year old Scotch without paying extra. (In The Post & times-star, Cincinnati, Jan. 29, 1963, p.34) Appl. author: Otto Kleppner. © 29Jan63; KK171593.
There's nothing to life but good living. Folks, we're giving a big consumer dividend in extra age. Now J. W. Dant 12 years old at no increase in price. (In Laramie daily boomerang, Nov. 6, 1962, p.17) Appl. author: Otto Kleppner. © 6Nov62; KK172200.
There's nothing to life but good living, enjoy your holidays with the J. W. Dant family. (In The Miami herald, Dec. 3, 1962, p.6B) Appl. author: Otto Kleppner. © 3Dec62; KK172774.
There's nothing to life but good living, give the holiday whiskey folks prefer; in a decanter & gift wrap. (In Bangor daily news, Dec. 3, 1962, p.14) Appl. author: Otto Kleppner. © 3Dec62; KK171538.
- DARROW, WHITNEY, JR.**
Soaky sells on sight. See COLGATE-PAI-MOLIVE CO.
- DART APPLIANCE STORES, INC.**
Instant music in 60 seconds. You can play this Magnus electric chord organ in minutes. Appl. author: Daniel Preville. © Dart Appliance Stores, Inc. d.b.a. Dart Appliance; 16Jan63; KK171785.
- DARYL PRODUCTS CORP. ©**
Flip; aluminum sliding glass doors. (In NAHB journal of homebuilding, Feb. 1962, p.96) © 2Feb62; KK173231.
- DAVIS (H.) TOY CORP. ©**
A Davis original. Fried marbles. No.350. © 7Mar63; KK172623.
A Davis original. Fried marbles; all metal jewelry. No.352. © 7Mar63; KK172622.
A Davis original. Fried marbles for boys & girls to make. No.351. © 7Mar63; KK172621.
- DAVIS (TRAYTON H.) & ASSOCIATES, INC. ©**
Now, Wolff, Kubly & Hirsig announces another store to serve you, our beautifully remodeled Douglass China Shop. © 4Sep62; KK171606.
- DAZOR MANUFACTURING CORP. ©**
Make sure it's a Dazor. Floating-arm incandescent lamp. © 27Nov62; KK170780.
New, improved reflector; floating arm air cooled incandescent lamps. Catalog supplement, effective December 1, 1962. © 27Nov62; KK171392.

- DECKER, DAROLD. ©
A wonderful pair for your 1964 re-tail; Dolly & Sparky and Sailor Girl aster. (In Seed trade buyers guide 1963, p.137) © 1Feb63; KK171372.
- DELAWARE BARREL & DRUM CO., INC. ©
Now, a 1 1/2 gallon hi-density, rigid, polyethylene carboy with handles, the Delboy-63. Model 331-23-16. © 21May63; KK173889.
- Now, Delaware Barrel and Drum brings you Delcan-63, rigid hi-density polyethylene drum. © 22Jan63; KK172102.
- DELIGHTFORM FOUNDATIONS, INC. ©
Delightform Invisinet, the bra with the shape that never changes. Style P15-6. Appl. author: Cleg-horn Folding Carton Co. © 25Oct61; KK172748.
- Delightform White Lie, the bra that curves you naturally. Style P 701. Appl. author: Cleg-horn Folding Carton Co. © 25Oct61; KK172806.
- DELTA & PINE LAND CO. OF MISSISSIPPI. ©
Deltapine smooth leaf registered cotton seed. Appl. states prev. reg. 1959. NM: revision. © 14Nov62; KK172284.
- DELUCIA, JERRY S. ©
Tug-O-Ball. Toy. © 8Feb63 (in notice: 1962); KK171514.
- DE LUXE READING CORP. ©
Battlewagon; it's motorized, runs by itself. Display. © 5Jun63; KK174088.
- Cuddly Cathy drinks & wets, life-like completely unbreakable. Featuring complete 3 piece furniture ensemble. NM: additions & revisions. © 1Aug60; KK174089.
- Debbie's dream house. All this only \$9.98. The most beautiful doll house in the world. Display. © 5Jun63; KK174090.
- Man in space, operation X 500, the most exciting toy ever made. © 15Aug60; KK174091.
- New Ticklees with completely automatic sound system; tickle her she laughs, spank her she cries. Display. © 5Jun63; KK174087.
- Playmobile, the most exciting toy ever made. For boys & girls from 3 to 12. © 15Aug61; KK174092.
- Tiger Joe; it's motorized, works by remote control. Display. © 5Jun63; KK174086.
- DENISON, RICHARD. ©
Clear-view hair spray mask. © 1May63; KK173785.
- Decorative designs. © 1May63; KK173613.
- DENNIS (W. J.) & CO. ©
No.700 wrap-around door bottom; extruded aluminum & vinyl weatherstrip. Appl. author: Kreicher & Meloan, Inc. © 17May63; KK174221.
- DENNIS & HUPPERT, INC. ©
J. Boissiere chambraise vermouth, flavored with wild strawberries. Contents 4/5 quart. © 17Sep62; KK171995.
- DENTAL CORP. OF AMERICA. ©
Indirect banding service, prescription form. © 19Nov62; KK170713.
- Price list and prescription form, orthodontic appliances. © 21Nov62; KK170712.
- DENTUR-EZE, INC. ©
Now, a tablet that cleans dentures. (In Reader's digest, Mar. 1963, p.168A) Appl. author: Baker & Stimpson Advertising. © 21Feb63; KK172585.
- DERUSSO-RICHARDS, INC. ©
This car is New-Ized; new tires, new battery ... new plugs & points. Appl. author: Noel Johnson. © 28Mar63; KK173760.
- DESILU PRODUCTIONS, INC. ©
By the numbers game. For ages 10 to adult. 4303. [By] Milton Bradley Co. © 10Oct62; KK172973.
- DETROIT BANK & TRUST CO. ©
There's an easier way to do business abroad. (In D.A.C. news, Oct. 1961, p.89) © 50Oct61; KK173805.
- DETROIT STEEL CORP. ©
Case history from Milton General Tool & Manufacturing Corp.; DSC Accutronic strip service. (In Midwest purchasing agent, Feb. 1963, p.3) Appl. author: Simons-Michelson Co. © 15Feb63; KK172202.
- Could strip performance like this benefit you? Veeder-Root. (In New England purchaser, Jan. 1963, p.19) Appl. author: Simons-Michelson Co. © 5Jan63; KK171360.
- DSC job-fitted, performance-proved wire can help cut manufacturing costs. (In Detroit purchaser, Mar. 1963, p.74) Appl. author: Simons-Michelson Co. © 10Mar63; KK172201.
- DSC LPR Coiltoter packs...a space-saving answer to inventory problems. (In Detroit purchaser, Apr. 1963, p.5) Appl. author: Simons-Michelson Co. © 10Apr63; KK173291.
- DSC LPR Coiltoter packs helps Sides Manufacturing Co. save time. [Endorsed by John Worthing] (In Michigan manufacturer and financial record, May 1963, p.17) Appl. author: Simons-Michelson Co. © 1May63; KK174072.
- How DSC Accutronic strip service helps control your inventory management and unit manufacturing costs. (In New England purchaser, Feb. 1963, p.21) Appl. author: Simons-Michelson Co. © 5Feb63; KK172204.
- How DSC Accutronic strip service helps you control inventory and unit manufacturing costs. (In Midwest purchasing agency, Apr. 1963, p.2 of cover) Appl. author: Simons-Michelson Co. © 15Apr63; KK173292.
- How DSC LPR Coiltoter packs improve your return on investment in Brite wire fabricating machinery. (In Detroit purchaser, Feb. 1963, p.9) Appl. author: Simons-Michelson Co. © 10Feb63; KK172203.
- How stampers and roll formers value-test DSC Accutronic strip. (In New England purchaser, Apr. 1963, p.23) Appl. author: Simons-Michelson Co. © 5Apr63; KK173290.
- In brite wire fabricating, DSC LPR Coiltoter packs improve your manufacturing profits. (In The Southwestern purchaser, Jan. 1963, p.3) Appl. author: Simons-Michelson Co. © 20Jan63; KK171361.
- Prestige is no accident. Material furnished in this case history: DSC Accutronic strip. (In Detroit purchaser, May 1963, p.51) Appl. author: Simons-Michelson Co. © 10May63; KK174071.
- DIAPULSE CORP. OF AMERICA. ©
Diapulse model no.D-101 specifications. © 6Mar63 (in notice: 1962); KK173143.
- DICK (A. B.) CO. ©
Quick set fold chart for standard folds. © 1Feb63 (in notice: 1962); KK174047.
- DICKEL (GEORGE A.) DISTILLING CO. ©
Mellow as moonlight. Cascade Kentucky bourbon. (In The Washington post, Mar. 22, 1963, p.A14) Appl. author: McCann-Erickson, Inc. © 22Mar63; KK173289.
- DICKSTEIN, GEORGE. ©
Bobbing head statuettes. © 4Dec61; KK170733.
- DISNEY (WALT) PRODUCTIONS. ©
Annette coloring box. No.4799. 256 pages to color, crayons included. © 9May62; KK172092.
- Tiddly Winks, with felt pads and winks. No.4629. © 1Mar63; KK172105.
- DIXIE CUP DIVISION, AMERICAN CAN CO.
See AMERICAN CAN CO. DIXIE CUP DIVISION.
- DOLCIN CORP. ©
Arthritis pains? Now try world famous Dolcin free. (In The Record, Hackensack, N. J., Feb. 18, 1963, p.38) Appl. author: Victor van der Linde Co., Inc. © 18Feb63; KK173912.
- DOLE CORP. ©
Creamed cottage cheese with fruit salad. Pineapple-orange design. 1 pint liq. © 20Feb63; KK171819.
- Creamed cottage cheese with fruit salad. Pineapple, peach & pear design. 1 pint liq. © 20Feb63; KK171820.
- Fruit freeze, lime flavor. Net contents 3 qts. 2 fl. ozs. © 31Dec62; KK171615.
- DONALD, BRUCE & CO.
How to measure your ring size. Appl. author: Howard D. Solomon. © Donald, Bruce & Co., div. of Medicated Products Co.; 20Feb60; KK173136.
- DOW CHEMICAL CO. ©
Dow launches revolutionary new food wrap with multi-million dollar advertising campaign. Handi-Wrap. (In Chain store age, Aug. 1960, p.140-141) © 1Aug60; KK171381.
- Here's clear new Handi-Wrap, the first truly improved economy sandwich wrap. (In Woman's day, Nov. 1960, p.30-31) © 1Nov60; KK171383.
- New, Handi-Wrap keeps sandwiches far fresher, far longer; lunches stay delicious. (In Life, Oct. 31, 1960) © 31Oct60; KK171382.
- 100 ft. roll wraps 100 sandwiches yet sells at wax paper prices. Handi-Wrap. (In Woman's Day, Dec. 1960, p.9) © 1Dec60; KK172726.
- The tidal wave is on the way, the multi-million dollar ad campaign introducing new Handi-Wrap starts October 1st. (In Post exchange and commissary, Sept. 1960, p.113) © 1Sep60; KK171581.
- When does an onion have no smell? Saran Wrap. (In Good housekeeping, Apr. 1963, p.180) © 1Mar63; KK173205.
- Will the lady who is still wrapping sandwiches in wax paper please take this coupon to the store. You'll save the freshness with clear new Handi-Wrap and save 7¢ to boot. (In Woman's day, Feb. 1963, p.115) © 18Jan63; KK171546.
- Wrap up more sales with clear new Handi-Wrap, America's most popular plastic sandwich wrap. (In Military market & government buying, Feb. 1963, p.2 of cover) © 1Feb63; KK173204.

- DRACKETT CO. ©**
Dust catcher; new Endust makes a dust magnet out of your dust mop or cloth. (In Parade, Long Island Sunday press, Nov. 4, 1962, p.3) Appl. author: Young & Rubicam, Inc. © 4Nov62; KK172457.
- New Twinkle cream for silver keeps your hands and your silver in the pink. (In This week, New York herald tribune, Nov. 4, 1962, p.13) Appl. author: Young & Rubicam, Inc. © 4Nov62; KK172514.
- Only new disinfectant Vanish kills 100% of the germs in your toilet bowl in 15 seconds. (In The Reader's digest, Nov. 1962, p.214) Appl. author: Young & Rubicam, Inc. © 21Oct62; KK172455.
- DRACKETT PRODUCTS CO. ©**
Inside or outside, Windex gets glass so clean it seems to disappear. (Windex Aerosol label) Contents 15 av. oz. © 1May63; KK173592.
- DRAKE (GEORGE E.) BAKING CO. ©**
Pane Italiano. Net wt. 16 ozs. or more. Appl. author: Jay Reich Advertising Agency. © 7Feb63; KK171627.
- Vienna bread. Net wt. 16 oz. or more. Appl. author: Jay Reich Advertising Agency. © 3Jun63; KK174055.
- DREWRY LIMITED U. S. A., INC. ©**
A barrel of flavor in every glass. (In Muscatine Journal, Feb. 14, 1963, p.6) Appl. author: Harvey Rubin. © 14Feb63; KK171970.
- DREYFUS, ASHBY & CO. ©**
The Scotch they prefer in Scotland, Long John. Illus. signed: Alex Ross. (In The New Yorker, Nov. 10, 1962, p.4 of cover) Appl. author: Mogul, Williams & Saylor, Inc. © 10Nov62; KK171117.
- DRUGTAX, INC. ©**
Operations manual; DrugTax, a service to taxpayers. Appl. author: Eugene Saunders. NM: additions & revisions. © 15Dec62; KK173883.
- DU BARRY. ©**
Loveliness, yours for the listening. Now Du Barry has your personalized beauty plan on LP record. (In Seventeen, Oct. 1961, p.171) © 10Oct61; KK173497.
- DUISBERG, FRED. C.**
Shells tell; little fish cut from Cowrie shells to bring good luck to you. © 24Jun63; KK174315.
- DUNCAN COFFEE CO. ©**
How to enjoy first cup flavor in every cup. Admiration coffee. [Woman holding cup, & percolator] (In The Houston post, Apr. 9, 1963, section 2, p.4) Appl. author: Clay Stephenson Associates, Inc. © 9Apr63; KK172955.
- New from Admiration coffee, easy to open no key can. (In The Houston post, Feb. 5, 1963, section 2, p.5) Appl. author: Clay Stephenson Associates, Inc. © 5Feb63; KK171447.
- DUNCAN PRODUCTS, INC. ©**
Cleaned by our new Zero blast-n-peen process. Microscopic glass beads dry blasted from a gun. Appl. author: Lloyd P. Duncan. © 15Jan63; KK172171.
- Cleaned to look like new by our new Zero Blast-N-Peen process. Appl. author: Lloyd P. Duncan. © 25Jan63; KK171751.
- Hi, I'm new in your industry. Zero Blast-N-Peen. Appl. author: Lloyd P. Duncan. © 25Jan63; KK171642.
- Zero Blast-N-Peen. Appl. author: Lloyd P. Duncan. © 26Apr63; KK173895.
- DUNN AND MCCARTHY. ©**
Goes with everything, everywhere. Enna Jetticks. (In McCall's, Apr. 1963, p.203) Appl. author: Rockmore Co. Advertising, Inc. © 19Mar63; KK173216.
- DUNN & MCCARTHY, INC. ©**
Why settle for one woman, when you can please three with Enna Jetticks 3 new style groups? (In Footwear news, May 2, 1963, p.17) Appl. author: Rockmore Co., Advertising, Inc. © 2May63; KK174023.
- DUOFOLD, INC. ©**
2-layer insulated underwear insulates like a storm window, warms like the summer sun. (In Saturday evening post, Nov. 19, 1960, p.65) Appl. author: Mogul Williams & Saylor, Inc. © 19Nov60; KK172805.
- DUPONT DE NEMOURS (E. I.) & CO., INC. ©**
Changes are coming in auto finishes. Your body work is judged by its finish, be sure, use DuPont's team of products. (In Autobody and the reconditioned car, Mar. 1963, p.36) Appl. author: N. W. Ayer & Son, Inc. © 15Mar63; KK173131.
- What will the cars of tomorrow look like? (In Autobody and the reconditioned car, Jan. 1963, p.28) Appl. author: N. W. Ayer & Son, Inc. © 15Jan63; KK171408.
- Wouldn't you love to work on this car? Refinishing materials. (In Autobody and reconditioned car, May 1963, p.32) Appl. author: N. W. Ayer & Son, Inc. © 15May63; KK173625.
- DURKEE FAMOUS FOODS.**
Coconut; flaked, twin-pak. Net weight 7 ounces. © Glidden Co. d.b.a. Durkee Famous Foods; 1Aug62; KK172524.
- Coconut; grated, sweetened. Net weight 5 ounces. © Glidden Co. d.b.a. Durkee Famous Foods; 1Aug62; KK172527.
- Coconut; shredded, sweetened. Net weight 4 ounces. © Glidden Co. d.b.a. Durkee Famous Foods; 1Aug62; KK172526.
- Coconut, sweetened; flaked, moist. Net wt. 3 1/2 oz. © Glidden Co. d.b.a. Durkee Famous Foods; 1Aug62; KK172525.
- DURO-LITE LAMPS, INC. ©**
Fluorescent by Duro-lite. The light bulb with gas flame charm. Appl. author: Douglas Hill. © 30Jan63; KK173327.
- DURO-TEST CORP. ©**
America's toughest lamps. (In Modern plant operation & maintenance, May 1960, p.1) Appl. author: Michael M. Rudner. © 18May60; KK173863.
- The arc stream in Power-twist. Appl. author: Michael M. Rudner. © 20Feb63; KK173325.
- A big, beautiful bouncing, bubbling, bang-up birthday wish from Duro-Test. Appl. author: Michael M. Rudner. © 2Jan63; KK173862.
- Brightest bulb you can use without ballast. Fluomeric 1750 watts. (In Modern plant operation & maintenance, Feb. 1959) Appl. author: Michael M. Rudner. © 14Feb59; KK173856.
- Brightest spot in traffic, V-Beam signal lamps. (In Municipal signal engineer, Jan.-Feb. 1961, p.46) Appl. author: Michael M. Rudner. © 17Jan61; KK173857.
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- The gas within the tube, in Power-twist. Appl. author: Michael M. Rudner. © 13Mar63; KK173322.
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- National championship \$41,050.00; early returns. Appl. author: Michael M. Rudner. © 10Apr63; KK173315.
- 1962 football classic, \$21,250.00. Appl. author: Michael M. Rudner. © 17Oct62; KK171120.
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- 1000 % longer life and double your light. Fluomeric light bulbs. (In Modern plant operation & maintenance, Aug.-Sept. 1960, p.4 of cover) Appl. author: Michael M. Rudner. © 23Aug60; KK173858.
- The phosphor coating in Power-twist. Appl. author: Michael M. Rudner. © 6Mar63; KK173323.
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- There is a difference in cool white fluorescents. Appl. author: Michael M. Rudner. © 6Mar63; KK173319.
- This traffic bulb beams brighter in 60 watts than others of 69 watts. Super V-Beam. (In Municipal signal engineer, Jan.-Feb. 1962, p.40) Appl. author: Michael M. Rudner. © 23Jan63 (in notice: 1962); KK173861.
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- We're going awa-ay out to wish you a merry Christmas and a bright new year. (Christmas card) Appl. author: Michael M. Rudner. © 7Nov62; KK171122.
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- With Fluomeric, your present street lighting fixtures achieve new brilliance. White way lighting. Appl. author: Michael M. Rudner. © 9Jan63; KK173316.
- DUST-VAC CO. ©**
Dust-Queen disposable cleaner bags. Appl. author: Fred D. Weinstein. © 22Oct62; KK170715.

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- ETDC. See EARLY TIMES DISTILLERY CO.
- E-Z LETTER STENCIL CO. ©
Traditional border design stencils. Set no.300. © 4May62; KK170917.
Traditional early American stencil designs. Set no.240. © 4May62; KK170919.
Traditional fruit & floral stencil designs. Set no.260. © 4May62; KK170918.
Traditional hex sign stencils. Set no.280. © 4May62; KK170920.
Traditional Pennsylvania Dutch stencil designs. Set no.220. © 4May62; KK170921.
- EAGLE SHIRTMAKERS. ©
Announcing the 1963-1964 Afflerbach Fellowships. (In The New Yorker, Oct. 27, 1962, p.109) Appl. author: Weiner & Gossage, Inc. © 25Oct62 (in notice: 1963); KK172832.
Eagle Shirtmakers proudly announces a Dacron/cotton oxford that will not pill. (In The New Yorker, Aug. 11, 1962, p.43) Appl. author: Weiner & Gossage, Inc. © 9Aug62; KK172820.
- EARLY TIMES DISTILLERY CO. ©
Done with sarsaparilla, cried Jose Gasparilla; Early Times old style Kentucky whiskey. (In Tampa tribune, Feb. 12, 1963, p.12H) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 12Feb63; KK172029.
Enjoy true old-style Kentucky bourbon. (In San Francisco chronicle, Sept. 14, 1962, p.34) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 14Sep62; KK170882.
- A gallery of Sugar Bowl fans. (In New Orleans times-picayune, Dec. 31, 1962, section 3, p.1) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 31Dec62; KK171404.
Give Early Times gift wrapped. (In The Houston post, Nov. 23, 1962, section 3, p.4) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 23Nov62; KK171405.
Great new gift wrap, same great bourbon. (In The Beverage record, Nov. 1962, p.10) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1Nov62; KK171406.
Laugh clown laugh, you'll never shed a tear, for this is New Orleans and Mardi Gras is here. (In New Orleans States-item, Feb. 22, 1963, p.29) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 22Feb63; KK172028.
My man's whisky. (In Los Angeles herald examiner, Oct. 5, 1962, p.C-3) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 5Oct62; KK170883.
The old-fashioned way to give is still the best. (In El Paso herald post, Nov. 1, 1962, Section E, p.2) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 1Nov62; KK170885.
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The old-fashioned way to give is still the best. (In Sports illustrated, Nov. 5, 1962, p.84) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 1Nov62; KK170887.
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- The old-fashioned way to give is still the best. (In The Columbia record, Nov. 28, 1962, p.12-A) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 28Nov62; KK170889.
We've sealed the golden taste of Early Times with a golden jigger cap. (In Forward times, Houston, Tex., Oct. 20, 1962, p.3) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 20Oct62; KK170884.
When flavor counts more than price, enjoy true old style Kentucky bourbon. (In Louisiana courier journal, Jan. 2, 1963, section 2, p.5) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 3Jan63; KK171403.
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Holidays call for Echo Spring again, again and again. (In The State Journal, Lansing-East Lansing, Mich., Dec. 4, 1962, p.C-1) Appl. author: McCann-Erickson, Inc. © 4Dec62; KK173203.
- EDROY PRODUCTS CO. ©
How to see better with your Magni-Focuser with the unbreakable head-band. Appl. author: Edward J. Herbert. © 2Jan63; KK171042.
Look, something new has been added; look, the new Magni-Focuser. © Edward J. Herbert d.b.a. Edroy Products Co.; 8Mar63; KK174150.
- EDUCATIONAL DANCE RECORDINGS, INC. ©
Cha-cha-cha, 5 easy dance lessons, beginners. S. D. 7. Record sleeve. © 15Nov61; KK170926.
Fox trot, 5 easy dance lessons, beginners. S. D. 1. Record sleeve. NM: revisions & additions. © 15Nov61; KK170927.
- EDUCATIONAL DANCE RECORDINGS OF AMERICA INC. ©
Polka, music by the Swing Sextet; 5 easy dance lessons. SD 10. Record jacket. © 28Dec62; KK171478.
- EDUCATIONAL RECORDINGS OF AMERICA, INC. ©
Rhythms for physical fitness; 78 primary grades. P. E. 1. Record jacket. © 15Oct62; KK171027.
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- EGIZIO, JOHN L. See A-TREAT BOTTLING CO.
- EGIZIO, JOSEPH C. See A-TREAT BOTTLING CO.
- ELCO TOOL & SCREW CORP. ©
Elco aids for home and office. Appl. author: Charles R. Williams. © 27Mar63; KK173781.
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Gentlemen, it's always vacation time. See PARAGON ELECTRIC CO., INC.
Gentlemen, vacation time is fun time. See PARAGON ELECTRIC CO., INC.
- ELECTROLUX CORP. ©
Are you curious? So are Electrolux research engineers. Filter bags. © 1Apr63; KK172851.
Ask to see the new Electrolux power nozzle. Use only genuine Electrolux filter bags. © 1Apr63; KK172918.
Don't keep it a secret, tell your friends about Electrolux cleaners. © 1Apr63; KK172920.
Electrolux automatic self-sealing filter bags. Better suction, more dirt, faster cleaning. © 18Apr63; KK172852.
Electrolux floor magic before your very eyes. © 1Apr63; KK172846.
Electrolux year-round moth protection. © 1Apr63; KK172842.
The filter bag that seals itself automatically. © 1Apr63; KK172919.
First in sales and here's the reason, whatever the cleaning job Electrolux does it better. © 1Apr63; KK172844.
For the best, the complete Electrolux home maintenance service makes home care easy. © 20Oct62; KK172090.
Handy Electrolux attachments do many jobs. © 1Apr63; KK172847.
It's a snap to keep house with Electrolux home-tested products. © 1Apr63; KK172843.
It's shine up time, use Electrolux products. © 1Apr63; KK172841.
Let the air-power of your Electrolux cleaner shampoo your rugs and carpets. © 1Apr63; KK172850.
No leaks, no bother, no spills. America's most sanitary dirt disposal. © 1Apr63; KK172845.
Nuvo shampoo. A tidy package for all round cleaning. © 1Apr63; KK172848.
See no dirt, touch no dirt, breathe no dirt. © 1Apr63; KK172840.
Use only genuine Electrolux filter bags in your Electrolux cleaner. © 1Apr63; KK172849.
- ELECTRONIC TREASURE CHEST ENTERPRISES, INC. ©
You may win a valuable free prize if this lucky key card opens the electronic treasure chest. Appl. author: Edward W. Malela. © 1Dec62; KK170770.
- ELECTRO-OPTICAL INSTRUMENTS, INC.
Kerr cell Electro-Optical shutters. See MOLSBERRY LITHO.
Turbine driven mirrors, models RMR 6/8 and RMR 6/10. See MOLSBERRY LITHO.
Ultra high speed Kerr cell cameras, model KSC-51/A and KSC-51/B. See MOLSBERRY LITHO.
- ELEGANT FASHIONS, INC. ©
Premium quality 100% cashmere. © 6Mar63; KK172813.
- ELKAY MANUFACTURING CO. ©
Cuisine Console by Elkay. Works of art that work for you. Stainless steel sinks. (In House beautiful, Mar. 1963, p.181) © 21Feb63; KK173521.
Good news from Elkay. Time saving snap-fast feature now on low-cost celebrity line. Stainless steel sinks. (In Domestic engineering, Mar. 1963, p.5) © 7Mar63; KK173520.

- Good news from ElKay. (Vol.1, issue 1, Mar. 1963) © 3Mar63; KK173522.
- She wants both design and quality. She wants ElKay. (In Domestic engineering, Jan. 1963, p.5) © 7Jan63; KK173449.
- You spend 70% of your kitchen time at the sink, so why not choose the one that works for you. Cuisine Console. (In House beautiful-houses & plans, Jan. 24, 1963, p.48) © 24Jan63; KK173448.
- EMBASSY HANDPRINTS, INC. ©**
 Apollo and Daphne. A dramatic pair of figures, ideal together as a decorative focal point or used separately in broken areas. AD801. © 1Sep62; KK171703.
- Bocage. A gracefully & delicate bough in flawless taste with any decor. BG803. © 1Sep62; KK171702.
- Cheval. A dramatic contemporary subject, executed in rich textures for interest & warmth. VL801. © 1Sep62; KK171701.
- Le Pavillon. A highly decorative & beautifully drawn mural, Le Pavillon has depth and perspective for the most beautiful room. LP802. © 1Sep62; KK171700.
- Sugar n' spice. SS805. © 1Sep62; KK172194.
- Topiaries, three sparkling panels with exciting decorative versatility. © 1Sep62; KK172193.
- EMERY ADVERTISING CORP. ©**
 Green Spring, the dairy store at your door; 10 lucky people will win useful and glamorous Salton party servers. © 18Feb63; KK172225.
- EMPIRE VARNISH CO. ©**
 The key to your wood protection, Woodlox clear wood treatment. 1 gallon U. S. measure. © 22Mar63; KK172747.
- EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES. ©**
 The death of a key man can be the ruin of a going business. (In U. S. news & world report, Apr. 8, 1963, p.15) Appl. author: Foote, Cone & Belding. © 1Apr63; KK172694.
- Have your employees had anything nice to say about you lately? (In Nation's business, Feb. 1963, p.25) Appl. author: Foote, Cone & Belding. © 1Feb63; KK171671.
- How to profit in Gainsville. [Endorsed by Lee Montague] (In Farm journal, Dec. 1962, p.50) Appl. author: Foote, Cone & Belding. © 13Nov62; KK171216.
- How to raise employee morale with tax deferred dollars. [Flagpole scene] (In U. S. news & world report, Feb. 4, 1963, p.73) Appl. author: Foote, Cone & Belding. © 28Jan63; KK171364.
- In 1962, Equitable paid out over one billion dollars in living insurance benefits. (In The Insurance field, Apr. 12, 1963, p.41) Appl. author: Foote, Cone & Belding. © 10Apr63; KK172924.
- I've good reason to be proud of my son. [Endorsed by Hugh K. Gilmour] (In Life insurance selling, June 1963, p.35) Appl. author: Foote, Cone & Belding. © 1Jun63; KK174057.
- I've got some giant footsteps to follow. [Endorsed by Robert O'Leary, Sr.] (In The Weekly underwriter, Feb. 9, 1963, p.27) Appl. author: Foote, Cone & Belding. © 9Feb63; KK171670.
- The laws of Kansas favor the farmer. (In Farm journal, May 1963, p.101) Appl. author: Foote, Cone & Belding. © 13Apr63; KK173811.
- Look ahead; how Equitable's stork option protects your family. [Father bending over bassinet] (In Life, Mar. 1, 1963, p.61) Appl. author: Foote, Cone & Belding. © 26Feb63; KK172922.
- Look ahead; new benefits help you protect your family better. [Father & daughter on carousel] (In Pictures, St. Louis post-dispatch, Mar. 24, 1963, p.19) Appl. author: Foote, Cone & Belding. © 24Mar63; KK172727.
- Look ahead; new ways to make his future more secure. [Bicycle wheel being repaired by man as small boy looks on] (In The Pittsburgh press, Apr. 28, 1963, p.13) Appl. author: Foote, Cone & Belding. © 28Apr63; KK173206.
- Look ahead; plan now to retire with a lifetime income. (In Buffalo courier-express, Apr. 7, 1963, p.7) Appl. author: Foote, Cone & Belding. © 7Apr63; KK172728.
- Look ahead; there's more than a new look to Equitable policies. [Boy leaning over shoulder of father reading policy] (In Life, Feb. 8, 1963, p.1) Appl. author: Foote, Cone & Belding. © 4Feb63; KK172923.
- Look ahead; today you can protect her as never before. [Father whispering into baby's ear] (In Life, Mar. 22, 1963, p.85) Appl. author: Foote, Cone & Belding. © 18Mar63; KK172921.
- The man from Skagway, how Arthur Garrett got what he wanted. (In U. S. news & world report, May 20, 1963, p.7) Appl. author: Foote, Cone & Belding. © 13May63; KK173420.
- My theory on looking for a job is play it big. (Collegiate digest ad) (In Collegiate digest, Jan. 1963, p.5) Appl. author: Foote, Cone & Belding. © 1Jan63; KK171156.
- A suspense-filled saga in the life of Hugh Robertson of Tyler, Texas. [Comic man wearing western hat] (In U. S. news & world report, Mar. 18, 1963, p.51) Appl. author: Foote, Cone & Belding. © 11Mar63; KK172198.
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- These insurance men are at home on the range. Talk about beef or talk about insurance, Warren V. Woody and his son, Warren H., know the language. (In Farm journal, Apr. 1963, p.63) Appl. author: Foote, Cone & Belding. © 13Mar63; KK172409.
- This district manager calls me dad. [Endorsed by Clyde Manion, Sr.] (In The Weekly underwriter, Jan. 5, 1963, p.47) Appl. author: Foote, Cone & Belding. © 5Jan63; KK170810.
- Three men to know in Monroe. Clarence Oakley, Sr. [Endorsed by T. A. Calloway] (In Successful farming, Feb. 1963, p.133) Appl. author: Foote, Cone & Belding. © 15Jan63; KK171362.
- Today, a new corporate symbol for Equitable. (In The Weekly underwriter, Jan. 26, 1963, p.2 of cover) Appl. author: Foote, Cone & Belding. © 26Jan63; KK171363.
- A tribute to Clarence Axman, 50 years of service to insurance. Illus.: Signed: N. Goscinsky. (In Insurance, Mar. 9, 1963, pt.2, p.3 of cover) Appl. author: Foote, Cone & Belding. © 9Mar63; KK172410.
- Will he be a magician with the ball like Bob Cousy? Illus.: Signed: Robert Riger. (In Sports illustrated, Jan. 21, 1963, p.65) Appl. author: Foote, Cone & Belding. © 17Jan63; KK172412.
- Will he cover second like Johnny Evers? (In Sports illustrated, Mar. 4, 1963, p.72) Appl. author: Foote, Cone & Belding. © 28Feb63; KK172199.
- Will he roll strike after strike like Buzz Fazio? Illus.: Signed: Robert Riger. (In Sports illustrated, Feb. 11, 1963, p.17) Appl. author: Foote, Cone & Belding. © 7Feb63; KK172411.
- Will she be a winner like Patty Berg? Illus.: Signed: Robert Riger. (In Sports illustrated, Mar. 25, 1963, p.77) Appl. author: Foote, Cone & Belding. © 21Mar63; KK172413.
- Will she be as great a player as Althea Gibson? Illus.: Signed: Robert Riger. (In Sports illustrated, June 3, 1963, p.73) Appl. author: Foote, Cone & Belding. © 30May63; KK173808.
- EROS MAGAZINE, INC. ©**
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 15 Presto Stick mailing labels. NM: cover. © 7Sep62; KK171343.
- EUTECTIC WELDING ALLOYS CORP.**
 Eutalloy, a process of the Eutectic Welding Alloys Corp. © 1Feb63; KK172423.
- Ultimum 112 market letter. Nov. 1962. © 30Nov62; KK170997.
- EVANS & BRISEBOIS. ©**
 Continental furniture advertising service for quality stores. Jan. 1963. Appl. author: Leslie A. Brisebois. © 1Jan63; KK172632.
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 Holiday decorating sprays for trees, windows, gifts ... pine cones. © 15Mar58; KK173524.
- EVERSWEET FOODS, INC. ©**
 Eversweet chocolate flavor syrup. Two pounds net wt. © 8Oct62; KK172600.
- Pizzatime, anytime. Barra's deluxe frozen pizza. Net weight 1 lb. 12 oz. © 10Oct62; KK172626.
- Spice Booster for increased flavor & aroma. © 25Feb63; KK172642.
- EXHIBIT SALES CO. SEE AMICO IMPORT.**

EX-LAX, INC. ©

Are you giving your child a laxative a doctor would recommend? (In Parents' magazine, Nov. 1960, p.86) Appl. author: Warwick & Legler, Inc. © 25Oct60; KK170753.

The doctor told me to use a laxative that's gentle, effective and close to natural acting...so we use Ex-Lax. (In Parents, May, 1963, p.123) Appl. author: Warwick & Legler, Inc. © 25Apr63; KK173103.

New medical survey shows: What doctors consider most important in a laxative they would use or recommend. (In Good housekeeping, Nov. 1962, p.283) Appl. author: Warwick & Legler, Inc. © 18Oct62; KK171321.

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F

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F. & B. MANUFACTURING CO. FILKO IGNITION DIVISION. ©

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Colorbrite with spring in the lead. (In Newsweek, Nov. 14, 1960, p.9) © 14Nov60; KK171784.

Money in the bank, save, use new Noblot refill desk ball pens again and again. (In Business week, Oct. 22, 1960, p.119) © 22Oct60; KK170979.

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California Mad Mad Colors. (In Glamour, Mar. 1963, p.18-19) © 19Feb63; KK172472.

Is Misty Coral nail satin for you? (In Glamour, Feb. 1963, p.2) © 22Jan63; KK171284.

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Sensible trend towards pipes. (In The Baltimore sun, Mar. 26, 1963, p.17) © Fader's a.a.d.o. A. Fader & Son, Inc.; 26Mar63; KK173431.

FAIRBANKS CO. ©

Perma-Set balance & stop valves. © 17May63; KK174184.

FALSTAFF BREWING CORP. ©

Pack o' plenty. 24-12 ounce cans. © 10Sep62; KK170933.

This is the one Fallstaff. [Woman's head & bottle] © 1Jan63; KK171268.

FAUNO KEYSTONE KITS CORP. ©

Sportsman's fishing calendar, when to go fishing. Appl. author: Armand S. Zucker. © 19May63; KK173499.

FARE PLAN, INC. ©

Budget terms available; Ford authorized reconditioned engines, parts, repairs; no down payment plan. Easel back counter display. Appl. author: Douglas M. Berwick. © 18Dec62; KK171655.

FASSON PRODUCTS. ©

Does your product's nose need powdering? (In Design news, Mar. 6, 1963, p.6) Appl. author: F. M. Rodgers. © 6Mar63; KK172291.

Fascal 800 deluxe vinyl, you'll be surprised at the low, low cost. (In Screen process magazine, Dec. 1962, p.49) Appl. author: F. M. Rodgers. © 10Dec62; KK171599.

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FATHER'S DAY COUNCIL, INC. ©

Official promotion material; cooperative official service kit broadside of national committee. © 14Feb63; KK172117.

FEDERAL CHEMICAL CO., INC. ©

Arab automatic fumigator. Net contents 6 ozs. © 15Oct62; KK172111.

FEDERAL PUBLICATIONS, INC. ©

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Safe, all purpose electrical circuit tester. Battery operated. Model No.CT. Appl. author: Bernard Kleinman. © 16May63; KK173761.

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Fent-Onamel shippers, time savers. NM: additions & revisions. © 7Mar63; KK172060.

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Borgward, instinctive choice of the knowledgeable motorist. Borgward sport coupe. (In Esquire, May 1960, p.44c) © 19Apr60; KK171857.

FIBER-METAL PRODUCTS CO. ©

You can believe it, the safety in Safety Hats and Caps has come a long long way. © 23Oct62; KK172637.

FIDELITY BANKERS LIFE INSURANCE CO. ©

How the Para-Clinical concept helps you insure substandard risks. (In Life Association news, Dec. 1962, p.9) © 1Dec62; KK171144.

FILKO IGNITION DIVISION, F & B MANUFACTURING CO. FILKO IGNITION DIVISION.

FINGER LAKES STONE CO., INC. ©

Lenroc dressed sawed bed ashlar. Specification and detailing data. (Technical bulletin, TB 63-8) © 4Mar63; KK173078.

FIRESTONE TIRE & RUBBER CO. ©

Equip your car with this all new tire and get 36% more mileage at special introductory prices; all new Firestone deluxe Champions. (In Life, Jan. 6, 1961, p.4-5) © 6Jan61; KK172024.

Firestone first with new ideas in tires and 500 more automotive products. Best today, still better tomorrow. (In D. A. C. news, Oct. 1, 1961, p.10-11) © 10Oct61; KK173193.

Guaranteed to go thru ice, mud or snow, or we pay the tow; unmatched for whine-free, dry pavement mileage, too. Firestone town & country tires. [Erdorsed by J. M. Reilly] (In Successful farming, Oct. 1, 1961, p.12) © 10Oct61; KK173799.

New Firestone deluxe champion; Firestone helps vacations begin the very moment you take the wheel. (In Look, 15Aug61, p.6-7) © 15Aug61; KK173028.

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FISCHBACH & MOORE, INC. ©

Fischbach & Moore makes possible the ultimate, the Cybertronic concept. (In Heating, piping & air-conditioning, Sept. 1962, p.249) © 1Sep62; KK172205.

Think cybertronic and forget costly mechanical maintenance other temperature control systems require. (In Heating, piping & air conditioning, Aug. 1962, p.75) © 1Aug62; KK171858.

When you design air conditioning control systems, think cybertronic. (In Air conditioning, heating and ventilating, Jan. 1962, p.145) © 1Jan63; KK171863.

FISCHER BAKING CO. ©

Enriched assorted dinner rolls. 10 rolls. Net. wt. 8 oz. © 15Oct62; KK171511.

Original round hearth baked pumpernickel. Net. wt. 15 oz. © 23Nov62; KK171513.

Pane D'Italia, bread of Italy; French bread. Net weight 10 ozs. © 17Sep62; KK171506.

Pane D'Italia bread of Italy, hearth baked, sliced; round Neapolitan bread. Net weight 13 ozs. © 17Sep62; KK171512.

FISHER-PRICE TOYS. ©

This little pig went to market. No.910. © 2Jan63; KK171203.

FISHER-PRICE TOYS, INC. ©

Big performing circus for boys and girls, ages 3 to 9. No.900. 31 pieces. NM: additions & revisions. © 4Mar63; KK173884.

- Creative blocks, an entertaining and educational manipulative toy for boys and girls, ages 1 to 3. NM: additions. © 7Jan63; KK171202.
- Patch Pony. For boys and girls ages 1-4. No.616. © 28Jan63; KK171967.
- FISHLOVE (H.) & CO. ©
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- Double wedding rings for bride and groom. Appl. author: I. Fishlove. © 4Mar63; KK173059.
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- FIT-RITE PANTS CO., INC. ©
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- Manslack, wash and wear. Scotchgard brand rain & stain repeller. © 23Feb62; KK170867.
- Touch of Gold; super silicone Cravenette silicone chemical by General Electric. © 1Dec62; KK170864.
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- FLEER (FRANK H.) CORP. ©
Baseball Greats bubble gum. (Folding carton, No.8151-AN) © 1Mar61; KK170872.
- Baseball Greats bubble gum. Wrapper. © 1Mar61; KK170871.
- Bubly Bill. Nos.1-42. [Wrappers] © 18Jan62; KK170875.
- Bubly bubble gum, grape flavor. (Folding carton, No.8144) © 21Nov60; KK170868.
- Bubly watermelon flavor bubble gum. (Folding carton, No.8333-AT) © 12Jul61; KK170873.
- Double feature comics. Nos.1-24. [Wrappers] © 21Jun61; KK170874.
- Illustrated facts about famous explorers printed on wrappers of chewing gum. Nos.1-28. [Belgium] © 3Jul61; KK170876.
- Philadelphia Warriors, Syracuse Nationals ... Pro basketball bubble gum trading cards, 1961-62 season. © 27Dec61; KK170877.
- Pro basketball bubble gum. (Folding carton, No.121386) © 27Dec61; KK170869.
- Pro basketball bubble gum. Wrapper. © 27Dec61; KK170870.
- FLEISHMAN, MYRON. ©
Fashion center doll case. © 15Apr63; KK173026.
- Shopping Center doll case. © 15Apr63; KK173797.
- Suburbia Lane doll case. © 6May63; KK173721.
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Flex-a-foam dust mask for protection against non-toxic dusts. NM: revisions. © 10Oct62 (in notice: 1950, 1954); KK173134.
- Flex-A-Lite all-purpose mask for protection against dust, pollen and paint spray. © 22Nov62; KK172713.
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Chalk murders vinyl latex paint adhesion. E-B assures adhesion no extra cost. Appl. author: Earl Freeman Flood. © 15Dec62; KK171081.
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- FLUKE (JOHN) MANUFACTURING CO., INC. ©
Precision instruments. (Catalog digest 3-63) NM: additions. © 2Jan63; KK173398.
- FLUTED PAPER PRODUCTS CO., INC. ©
Chef's party choice, 36 trays for parties and cook-outs. © 24Apr63; KK173081.
- Chef's Party Pack, for cook-ins, cook-outs. 36 hamburger trays. © 2Jan63; KK171396.
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- Parisien vanilla French ice cream. One pint. © 12Apr63; KK173367.
- Party parfait, vanilla & strawberry ice cream with Hawaiian pineapple cubes. Half gallon. © 27Feb63; KK172383.
- Tastemark instant low fat, dry milk. 6 one quart packs. Net contents: 1 lb. 6 1/5 oz. © 1Dec62; KK171643.
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Cemetery, \$125; undertaking, \$145. Forest Lawn/Hollywood Hills. © 15Apr63; KK172811.
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- He is a good church member, lives a Christian life, is a devoted husband and father. (In Press-telegram, Long Beach, Calif., Mar. 15, 1963, p.A-14) © Forest Lawn Memorial-Parks (in notice: Forest Lawn Memorial Park Assn.); 15Mar63; KK172630.
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Meet the famous Mo family. See WEISER, JOSEPH.
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Stock check order form. Wear-Guard filters. Folder. Appl. author: Charles E. Weygand. © 20Dec62; KK171722.

We give Fram million dollar giveaway gift certificates absolutely free. Stock and sell Fram Wear-Guard filters. Folder. Appl. author: John A. Wiegand. © 20Dec62; KK171719.

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Grand Bake white enriched bread. © 1Nov62; KK171262.

FRONTIER PRODUCTS, INC. ©
Ole South hardwood charcoal briquettes. 10 lbs. © 8Mar63; KK172731.

FROST ENGINEERING DEVELOPMENT CORP.
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GARDT, ROY E. See GIFT ENVELOPE GREETINGS CO.

GARNEAU (JOSEPH) CO. ©
Can you read your success story on these 9 labels? Chateau Pontet Canet. (In Package store management, Oct. 1962, p.14) Appl. author: Fred Clarke. © 15Oct62; KK171344.

When customers ask me about Scotch, I give 'em the facts. Usher's Green Stripe. (In The Control state review, Aug. 1962, p.9) Appl. author: Fred Clarke. © 20Oct62; KK171345.

You never had it so dry. Gancia imported Italian vermouths. (In Gourmet, Oct. 1962, p.2 of cover) Appl. author: Fred Clarke. © 10Oct62; KK171346.

GARRISON MACHINE WORKS, INC. ©
A Garrison sketchbook of machine-people. © 12Feb63; KK172333.

I see scrap. Scrap can look like anything. Look at it lay there & do nothing. © 12Feb63; KK172337.

See the people. See the people work hard. © 8Mar63; KK172335.

See the people. They sure work hard. Why do those workers work on pieces that were already done? © 12Feb63; KK172339.

That scrap just keeps on costing & costing. It sure makes people look different though. © 8Mar63; KK172336.

This is called maintenance. Maintenance sometimes means repairing. © 8Mar63; KK172334.

Togetherness is nice. Your workers sure are nice. They like all the parts. © 12Feb63; KK172338.

GATES RUBBER CO. ©
Industrial hose selector. Appl. author: Larry W. Hennesy. NM: additions & corrections. © 26Feb63; KK171912.

GENERAL FOODS CORP. ©
Always on deck for fun, that's Kool-Aid, the happiest soft drink you can buy. [Boat model & pitcher] (In Look, Dec. 4, 1962, p.2 of cover) Appl. author: Foote, Cone & Belding. © 20Nov62; KK170815.
A party in every pitcher; only Kool-Aid brings you so much fun in such delicious flavors. [Halloween decorations, apples & pitcher] (In Look, Nov. 6, 1962, p.74) Appl. author: Foote, Cone & Belding. © 23Oct62; KK170816.

GENERAL MARKETING CORP. ©
Purity; three for the money ... win \$100. © 4Jan63; KK172346.

GENERAL MILLS, INC. ©
Betty Crocker Bisquick variety baking mix. Large size net wt. 2 lb. 8 oz. (Series no.11) © 1Nov62; KK171904.
Betty Crocker butterscotch squares mix. 1 lb. net wt. (Series no.1) © 24Jan63; KK172643.
Betty Crocker lemon velvet frosting mix. 13.8 oz. net wt. (Series no.1) © 1Nov62; KK171903.
Betty Crocker mint-fudge brownie mix. 1 lb. net wt. (Series no.1) © 24Jan63; KK172644.
Betty Crocker noodles Romanoff. Net wt. 5.75 oz. (Series no.5) © 28Jan63; KK172645.

Fabulous new sweepstakes idea, win the prize you want. Betty Crocker red spoon Pick-Your-Prize Sweepstakes. (In Family circle, Feb. 1963, p.20-21) Appl. author: Needham, Louis & Brorby, Inc., Advertising. © 22Jan62; KK171533.

Ginger peach cake; springtime recipe from Betty Crocker. (In Family circle, Mar. 1963, p.97) Appl. author: Needham, Louis & Brorby, Inc., Advertising. © 13Feb63; KK171955.

Great shakes, new flakes, country Corn Flakes with rice. Net wt. 11 oz. (Series no.7) © 15Sep62; KK171910.

- Magic; turn your Betty Crocker wild blueberry muffin mix into a new blueberry streusel coffee cake. (In McCall's, Apr. 1963, p.R-3) Appl. author: Needham, Louis & Brorby, Inc. © 20Mar63; KK172957.
- New chill ahead sour cream pie, puddin' top cherry pie. (In Family circle, Feb. 1963, p.69) Appl. author: Needham, Louis & Brorby, Inc., Advertising. © 22Jan63; KK171532.
- New package, same great results; Betty Crocker buttermilk pancake mix. (In Everywoman's family circle, Dec. 1962, p.89) Appl. author: Needham, Louis & Brorby, Inc., Advertising. © 20Nov62; KK171534.
- New sugar sparkled Twinkles. Twinkles grab bag flap. Net wt. 9.5 oz. (Series no.100) © 10Oct62 (in notice: 1961); KK172303.
- New sugar sparkled Twinkles; goodness in sweetened toasted oats 'n corn. Net wt. 9.5 oz. (Series no.10A) © 10Oct62; KK171902.
- New sugar sparkled Twinkles; goodness in sweetened toasted oats 'n corn. Twinkles grab bag flap. Net wt. 9.5 oz. (Series no.10B) © 10Oct62; KK171905.
- New sugar sparkled Twinkles; goodness in sweetened toasted oats 'n corn. Twinkles scramble-up game. Net wt. 9.5 oz. (Series no.10D) © 10Oct62; KK171906.
- New sugar sparkled Twinkles; goodness in sweetened toasted oats 'n corn. Twinkles scramble-up game. Net wt. 9.5 oz. (Series no.10E) © 10Oct62; KK171907.
- New sugar sparkled Twinkles; goodness in sweetened toasted oats 'n corn. Twinkles scramble-up game. Net wt. 9.5 oz. (Series no.10F) © 10Oct62; KK171908.
- Now from Betty Crocker, new lemon velvet frosting mix. (In Ladies home journal, Mar. 1963, p.50-51) Appl. author: Needham, Louis & Brorby, Inc., Advertising. © 26Feb63; KK171954.
- Soft moist Speak, a new kind of complete dog food; 6 tray carry pack. 2 lbs. 2 oz. net wt. (Series no.1) © 21Aug62; KK171909.
- Sweet 'n' simple sour cream cake, Betty Crocker turns two mixes into a gala gourmet triumph. (In Family circle, Jan. 1963, p.2 of cover) Appl. author: Needham, Louis & Brorby, Inc., Advertising. © 18Dec62; KK171531.
- Three Little Kittens meat flavor cat food. 8 oz. net wt. © 1Aug62; KK171901.
- Western breakfast roundup with Betty Crocker buttermilk pancakes. (In Woman's day, Feb. 1963, p.103) Appl. author: Needham, Louis & Brorby, Inc. © 19Jan63; KK172215.
- White on white sale; buy the cake, get the frosting free. Betty Crocker white cake mix. (In McCall's, Apr. 1963, p.32-33) Appl. author: Needham, Louis & Brorby, Inc. © 20Mar63; KK172956.
- GEODE INDUSTRIES, INC. ©
- Viking Vibrasonic tumbler, only 2 days from rough stone to polished gem. Model No.VT-8. (In Lapidary Journal, June 1962, p.297) © 3Jun62; KK172834.
- GERMAIN'S, INC. ©
- Blu-green Brand lawn seed, treated with Thiram and Vlamim. Net wt. 1 lb. © 15Mar63; KK173171.
- Home & garden insect spray. New [sic] weight 14 ounces. © 15Apr63; KK174026.
- Park Green brand lawn seed. Net wt. 1 lb. © 15Mar63; KK174130.
- Patented rose, California grown, ready to plant. © 15Dec62; KK170723.
- Powdery mildew & rust control for roses. Net weight 5 ounces. © 9May63; KK174028.
- Rose & flower spray. New [sic] weight 14 ounces. © 15Apr63; KK174027.
- 12 brand Dichondra seed. Net wt. 8 ozs. © 15Mar63; KK173169.
- 12 Brand Kolorcoat dichondra seed. Net weight 1 pound. © 26Dec62; KK170722.
- 12 brand lawn fungicide. Net weight 6 1/2 lbs. © 6May63; KK174029.
- 12 brand white clover seed. Net wt. 8 ozs. © 15Mar63; KK173170.
- GIFT ENVELOPE GREETINGS CO.
- Birthday greetings; may music and happiness enrich your day. Design by Garde. 35B-0100. © Gift Envelope Greetings Co.; Roy E. Gardt & Miriam M. Gardt, sole proprietors; © 18Mar63; KK172381.
- GILLESPIE, WOODWARD H. ©
- Roll-a-hoop for physical fitness. © 6Apr63; KK172958.
- GILLETTE CO. ©
- Another live one from Gillette; good grooming special. Super Blue Blades. (In Post exchange and commissary, Jan. 1963, p.16-17) © 1Jan63; KK170840.
- Another live one from Gillette. Right Guard deodorant. (In Chain store age, Variety ed., Jan. 1963, p.180-181) © 30Dec62; KK170972.
- Another live one from Gillette. Super Blue Blades. (In Chain store age, drug ed., Jan. 1963, p.30-31) © 3Jan63; KK171326.
- Another live one from Gillette. Super Blue Blades. (In Chain store age, grocery ed., Jan. 1963, p.122-123) © 30Dec62; KK170834.
- For Father's Day, Gillette announces a new product, a new promotion, Sun Up. (In Chain store age, supermarket ed., May 1963, p.114-115) © 26Apr63; KK173166.
- For Father's Day, Gillette announces a new product, a new promotion. Sun-Up. (In Post exchange and commissary, May 1963, p.16-17) © 1May63; KK173255.
- For Father's Day, Gillette announces a new product, a new promotion. Sun Up after shave. (In American druggist, Apr. 29, 1963, p.64-65) © 29Apr63; KK173242.
- For Father's Day Gillette announces a new product, a new promotion. Sun Up after shave. (In Chain store age, variety ed., May 1963, p.84-85) © 30Apr63; KK173366.
- For smooth shaves, Gillette Foamy. © Gillette Co. (in notice: Gillette Safety Razor Co.); 1Apr63; KK172779.
- Free introductory size, new Gillette Sun Up after shave with the purchase of slim adjustable razor set. Display card. © 6May63; KK173689.
- Free new Gillette Sun Up after shave when you buy this Gillette adjustable razor set. Window poster. © 2May63; KK173688.
- Names make news and history; Gillette salutes the new Boston. (In Boston Sunday advertiser, sesquicentennial ed., Apr. 21, 1963, rotogravure section, p.34) © 21Apr63; KK174043.
- New Lady Gillette for safe, easy immaculate grooming. (In McCall's, Feb. 1963, p.R-2) © 22Jan63; KK171165.
- No more hand-me-down or borrowed razors; new Lady Gillette is here. (In Chain store age, supermarket ed., Mar. 1963, p.52) © 1Mar63; KK172554.
- No more hand-me-down or borrowed razors; new Lady Gillette is here. (In Chain store age, variety ed., Mar. 1963, p.27) © 1Mar63; KK172670.
- No more hand-me-down or borrowed razors; new, Lady Gillette is here. (In Post exchange and commissary, Mar. 1963, p.15) © 1Mar63; KK172677.
- Now get Dad the streamlined Gillette Slim adjustable razor set. (In Army times, May 22, 1963, p.14) © 22May63; KK173746.
- Now, get Dad the streamlined Gillette slim adjustable razor set and the new Gillette Sun Up after shave. (In Sunday news, New York, May 19, 1963, comic section, p.5) © 19May63; KK173530.
- Open the front door to America, Boston. Gillette salutes the Port of Boston. (In New York herald tribune, Sept. 12, 1962, foreign ed.-Mass. Port of Authority tabloid section, p.4) © 12Sep62; KK171134.
- Prime movers, first in advertising, first in sales. Slim adjustable razor. (In NATD co-ordinator, Mar. 1963, p.404-405) © 8Feb63; KK171057.
- Swing along with Sharpie; super Blue Blades. (In Rose Bowl program, Jan. 1, 1963, p.48) © 26Dec62; KK170757.
- You save 51¢ on Gillette Super Blue Blades and Right Guard power spray deodorant. (In The Sporting news, Feb. 2, 1963, p.18-19) © 2Feb63; KK171315.
- GILLETTE SAFETY RAZOR CO.
- Lady Gillette one piece razor. Look your best in the sun. © Gillette Co. d.b.a. Gillette Safety Razor Co.; 27May63; KK173749.
- GINDEN NURSERY CO. ©
- Color landscape with Red Robin living fence. (In Better homes & gardens, Mar. 1963, p.114K) Appl. author: Honig-Cooper & Harrington. © 1Mar63; KK172054.
- Color landscape with Red Robin living fence. (In Los Angeles times, Jan. 27, 1963, home magazine section, p.3) Appl. author: Honig-Cooper & Harrington. © 27Jan63; KK171799.
- Color landscape with Red Robin living fence. [Leaflet] Appl. author: Honig-Cooper & Harrington. © 27Aug54; KK171504.
- Gloire des Rosomanes, glorious red rose of Empress Josephine, now all America's favorite Red Robin living fence. (In The Home garden, Mar. 1963, p.42-43) Appl. author: Honig-Cooper & Harrington. © 1Mar63; KK172053.
- Meet America's most talked about fence. I took this actual close-up of a Red Robin fence to show the beauty of each red bloom. [Endorsed by Mrs. Carlos Ivie] Appl. author: Honig-Cooper & Harrington. © 25Nov60; KK172419.
- A practical, fast growing Red Robin living fence, gloire des rosomanes, of a thousand uses. Appl. author: Honig-Cooper & Harrington. © 27Aug54; KK172418.
- GINETTE, MME.
- Happy Mother's Day to our queen of cuisine. Here's to mom; hostess with mostess. © Marjorie Ginette Glass a.k.a. Mme. Ginette; 25Apr63; KK174112.

- GINETTE, MME.-Con.
Scour, scrubs, shines; queen of
quisine dishrag puff. © Marjorie
Ginette Glass a.k.a. Mme. Ginette;
26Apr63; KK174237.
- GLADEN ENTERPRISES, INC. ©
Enjoy the newest fun idea, Twist 'n
Twirl. Appl. author: Carl F.
Gladen. © 27Nov62; KK170993.
- GLASS, MARJORIE GINETTE. See GINETTE,
MME.
- GLASTEEL, INC. ©
For shade that's right, plus color
and light, Glasteel translucent
fiberglass panels. © 3Jan63;
KK170825.
- 4 profit packages from Georgia-
Pacific Corp. Georgia-Pacific
Corp. ... geared to sell more
Glasteel fiberglass panels.
© 10Jan63; KK171798.
- GLATT, HERBERT. See MOZAIK PRODUCTS.
- GLEASON REEL CORP. MAYSTEEL PRODUCTS,
INC. See MAYSTEEL PRODUCTS, INC.
- GLIDDEN CO. ©
Cut house painting work from days to
hours with new acrylic latex Spred
house paint. (In Life, May 10,
1963, p.78-79) Appl. author: Mel-
drum & Fewsmith, Inc. © 10May63;
KK173457.
- New homogenized Spred Satin; now the
easiest wall paint to use and it
washes like enamel. (In The Pro-
gressive farmer, Mar. 1963, p.82)
Appl. author: Meldrum and Fewsmith,
Inc. © 15Feb63; KK173217.
- Put them all together in your store
and they spell the moneyst grocery
line of all. (In Grocery industry
directory of New England, 1963 ed.,
p.196) Appl. author: Meldrum and
Fewsmith, Inc. © 15Jan63; KK173516.
- GLIDDEN CO. See DURKEE FAMOUS FOODS.
- GLORYBLOOM GARDEN PRODUCTS.
Showers of Flowers no.7. 12 varieties
plus bonus packet. © Glorybloom
Garden products, division of Roskam
Co.; 22Apr63; KK173934.
- Showers of Flowers no.8. © Glorybloom
Garden Products, division of Roskam
Co.; 22Apr63; KK173935.
- GOLDSMITH, HARRY B., JR. See FLORIDA
OCEAN FARM.
- GOODMAN (H.) & SONS, INC. ©
Hair beauty preparations. Goody.
© 16Jan63; KK170971.
- This is your 1963 hair aids catalog,
Goody; the leading name in hair
accessories. 25 p. © 18Jan63;
KK171503.
- GOODMAN, H. M. ©
Here we are face-to-face. (In Chicago
tribune, Feb. 24, 1963) © 24Feb63;
KK173568.
- Meet us face-to-face for the greatest
February furniture sale ever. (In
Chicago tribune, Jan. 28, 1963)
© 28Jan63; KK173569.
- GOODRICH (B. F.) CO. ©
BFG Trailmaker bites through deepest
snow with deepest biting edges of
all five major brands. Trailmaker
Silvertown. (In Life, Nov. 9,
1962, p.22-23) Appl. author:
Batten, Barton, Durstine & Osborn,
Inc. © 7Nov62; KK172767.
- Buy a pair now & save \$2.00. This
coupon worth \$2 when you buy a pair
of BFG Safety-S tires. (In Jackson,
Miss. daily news, Oct. 2, 1962,
p.11) Appl. author: Batten, Barton,
Durstine & Osborn, Inc. © 20Oct62;
KK172354.
- New for your car; BFG Commander 220.
(In Reader's digest, Mar. 1963,
p.24-24A&B) Appl. author: Batten,
Barton, Durstine & Osborn, Inc.
© 21Feb63; KK172592.
- Now these tires cost the same, but
after 17,000 miles, look. Only the
BFG Edge tire was worth the money.
(In Jackson, Miss. daily news,
Nov. 6, 1962, p.13) Appl. author:
Batten, Barton, Durstine & Osborn,
Inc. © 6Nov62; KK172356.
- On go the brakes, off comes the
rubber. Skid mark. (In Reader's
digest, July 1962, p.20-21)
Appl. author: Batten, Barton,
Durstine & Osborn, Inc. © 21Jun62;
KK172593.
- Pre-season special, B. F. Goodrich
Trailmaker Silvertown snow tires.
(In Indianapolis news, Oct. 1, 1962,
p.18) Appl. author: Batten, Barton,
Durstine & Osborn, Inc. © 10Oct62;
KK172355.
- September tire spectacular. This
coupon worth up to \$4 when you buy
a set of 4 BFG Safety-S tires.
(In Pittsburgh post gazette,
Sept. 10, 1962, p.27) Appl. author:
Batten, Barton, Durstine & Osborn,
Inc. © 10Sep62; KK172594.
- Trailmaker has deepest biting edges of
all 5 major brands of snow tires.
Trailmaker Silvertown. (In Minne-
apolis star, Nov. 6, 1962, p.13B)
Appl. author: Batten, Barton, Dur-
stine & Osborn, Inc. © 6Nov62;
KK172595.
- When a narrow edge tire has worn
almost bald, a BFG big edge tire
still has half its tread to go.
(In The Reader's digest, Sept. 1962,
p.160-161) Appl. author: Batten,
Barton, Durstine & Osborn, Inc.
© 21Aug62; KK172093.
- When they were new, both these tires
cost the same. BFG big edge tire.
(In The Reader's digest, Oct. 1962,
p.40-41) Appl. author: Batten,
Barton, Durstine & Osborn, Inc.
© 21Sep62; KK172094.
- When they were new, both these tires
cost the same. BFG big edge tires.
(In Life, Sept. 21, 1962, p.94-95)
Appl. author: Batten, Barton,
Durstine & Osborn, Inc. © 19Sep62;
KK172764.
- GORDON (JACKIE) MEN'S STORE, INC. ©
Are British woollens best? (In Phila-
delphia evening bulletin, Jan. 14,
1963, p.5) © 14Jan63 (in notice:
1962); KK170839.
- Busy day at the office? (In Phila-
delphia evening bulletin, Apr. 15,
1963, p.4) © 15Apr63; KK172791.
- Forget about fair play, give yourself
every edge. (In Philadelphia
evening bulletin, Apr. 1, 1963,
p.5) © 1Apr63; KK172539.
- How many roles do you play? (In Phila-
delphis evening bulletin, Apr. 22,
1963, p.5) © 22Apr63; KK173007.
- It pays to be a name dropper. (In
Evening bulletin, Philadelphia,
Jan. 28, 1963, p.5) © 28Jan63;
KK171087.
- Perfect your one-upmanship. (In
Evening bulletin, Philadelphia,
Jan. 21, 1963, p.5) © 21Jan63;
KK170978.
- Pick a number, 1 to 5,000. (In The
Evening bulletin, Philadelphia,
Mar. 4, 1963, p.5) © 4Mar63;
KK171998.
- Vitamin E can pep you up. (In
Evening bulletin, Philadelphia,
Jan. 7, 1963, p.5) © 7Jan63;
KK170915.
- We are extremely modest. However,
we must admit that we sell the very
finest suits. (In Philadelphia
evening bulletin, June 3, 1963, p.4)
© 3Jun63; KK173778.
- We do not sell the finest quality
suits, coats and sportswear at
discounts. (In The Philadelphia
evening bulletin, June 10, 1963,
p.5) © 10Jun63; KK174189.
- We know men who wear the very finest
suits, coats and sportswear. (In
Philadelphia evening bulletin,
June 17, 1963, p.5) © 17Jun63;
KK174157.
- We like to sell fine clothes. (In
Philadelphia evening bulletin,
May 6, 1963, p.5) © 6May63;
KK173870.
- We're open 63 hours a week. (In
Philadelphia evening bulletin,
Jun. 24, 1963, p.5) © 24Jun63;
KK174272.
- What's your favorite sport? We have
sport coats by the hundreds in new
lighter weight woollens and blends
in every conceivable color and
pattern. (In Philadelphia evening
bulletin, Apr. 29, 1963, p.4)
© 29Apr63; KK173111.
- You might think that wealthy people
don't care about saving \$19 to \$34
on a suit, at our discount prices.
(In Philadelphia evening bulletin,
May 13, 1963, p.4) © 13May63;
KK173369.
- You need a psychiatrist if you don't
buy at least 2 of these sharkskin
suits. (In Philadelphia evening
bulletin, Apr. 8, 1963, p.5)
© 8Apr63; KK172699.
- GORHAM CO. ©
A Gorham girl knows what makes a man
decide to marry. (In Glamour,
Aug. 1960, p.86-87) © 22Jul60;
KK170752.
- GOSCINSKY, M.
A tribute to Clarence Axman, 50 years
of service to insurance. See
EQUITABLE LIFE ASSURANCE SOCIETY OF
THE UNITED STATES.
- GRABIN-SHAW ADVERTISING, INC. ©
1963 daylight saving time, convenient
wallet-size rail-air-bus schedule;
Milwaukee-Chicago, includes phone
numbers. © 28Apr63; KK173908.
- GRACE BROS. BREWING CO. ©
Mohawk, premium lager beer. Net
contents 12 fluid ounces.
© 13Oct59; KK171817.
- Premium lager, Alta beer. Net con-
tents 12 fluid ounces. © 13Oct59;
KK173432.
- GRACE-REGNEMER FEATURES, INC. ©
Lowell Gasco silences the enemy's
guns. (In The Lowell sun,
Apr. 8, 1963, p.17) Appl. author:
Richard E. Grace. © 8Apr63;
KK174208.
- GRACE SPECIALTIES CO. ©
E-Z furniture bibs for lasting pro-
tection. © Grace Christensen d.b.a.
Grace Specialties Co.; 30Mar63;
KK173129.
- GRAND AWARD RECORD CO., INC. ©
Great themes from hit films, Enoch
Light and his orchestra, Stereo
35 mm. RS 835 SD. © 28Feb62;
KK173816.
- Stereo 35 mm. RS 826 SD. © 25Aug61;
KK173815.
- Stereo 35 mm; volume two. RS 831 SD.
© 29Dec61; KK173814.
- GRAND UNION CO. ©
Let's have a clambake, it's easy, it's
fun. © 24May63; KK173786.
- GRANGER SALES CO.
Viking helmet. © Frances J. Granger
d.b.a. Granger Sales Co.; 10Oct62;
KK172466.

- GRANT, A. M.
Something really new; a kit for making real blueprints, the Blueprinter. See CLARK, A. J.
- GRANT AND GRANT. ©
Piston rings, official piston/rod assembly chart, with important engine specifications and formulas. © 11Feb63; KK173128.
- GRAY (DOROTHY) LTD. ©
Pass inspection with a cheek-to-cheek complexion. Medicated scrub set. (In Seventeen, Oct. 1960, p.41) Appl. author: McCann-Erickson, Inc. © 10Oct60; KK171011.
- GREAT RESOURCES CO. ©
Utah, the Beehive State. © 6Jun63; KK173918.
- GREAT WESTERN SAVINGS & LOAN ASSN., LOS ANGELES.
Big plans? Or small plans? (In Building contractor, Feb. 1963, p.28) © Great Western Savings & Loan Assn.; 20Feb63; KK172421.
Fits 150,000 savers. © Great Western Savings & Loan Assn.; 25Feb63; KK172420.
- GREEN GIANT CO. ©
Early peas with tiny imported onions. Net weight 1 lb. 1 oz. NM: "revised pictorial design." © 23Jun62; KK171571.
Evening Chimes small, young, early peas. Net weight 1 lb. 1 oz. © 25Jul60; KK171098.
Farm fresh flavor at a real sweet saving; Kounty Kist cream style corn. (In Good housekeeping, Oct. 1962, p.NEL38c) Appl. author: Leo Burnett Co., Inc. © 18Sep62; KK171463.
French style green beans. Net weight 1 lb. NM: "revised pictorial design." © 12May62; KK171574.
Garden Patch brand golden whole kernel corn. Net contents 4 lbs. 11 ozs. © 15Mar60; KK171577.
Get 50 cents from the Green Giant for any 5 Green Giant labels. (In Cincinnati post & times-star, Dec. 12, 1962, p.66) Appl. author: Leo Burnett Co., Inc. © 12Dec62; KK171457.
The giant who never gets to play baseball. (In The New Yorker, Sept. 15, 1962, p.84) Appl. author: Leo Burnett Co., Inc. © 13Sep62; KK171464.
Golden sweet corn, cream style. Net weight 1 lb. 1 oz. NM: "revised pictorial design." © 12Aug62; KK171565.
Golden whole kernel corn. Net weight 1 lb. 1 oz. NM: "revised pictorial design." © 4Aug62; KK171570.
Gourmet cooking with vegetables; corn aux champignons. (In The New Yorker, Sept. 15, 1962, p.85) Appl. author: Leo Burnett Co., Inc. © 13Sep62; KK171465.
Gourmet cooking with vegetables; cream style corn pacifique. (In The New Yorker, Oct. 13, 1962, p.89) Appl. author: Leo Burnett Co., Inc. © 11Oct62; KK171460.
Gourmet cooking with vegetables; Mexican langouste stew. (In The New Yorker, Nov. 17, 1962, p.87) Appl. author: Leo Burnett Co., Inc. © 15Nov62; KK171458.
- Green Giant brand kitchen sliced green beans very young tender. Net weight 6 lbs. 7 ozs. NM: revisions. © 12Jul61; KK173186.
Green Giant brand very young tender sweet peas. Net weight 15 oz. avoird. © 28Jul61; KK173182.
- Green Giant brand very young tender sweet peas. Net weight 1 lb. 1 oz. NM: revisions. © 25Jul62; KK173184.
Green Giant brand very young tender sweet peas. Net weight 6 lbs. 10 ozs. NM: revisions. © 10Aug61; KK173183.
The green giant shows you how to go Oriental without leaving home ... the big green man is a fun-loving fellow. (In Look, Nov. 22, 1960, p.56-57) Appl. author: Leo Burnett Co., Inc. © 8Nov60; KK170761.
Here's a real doll of a promotion, 4-foot Green Giant rag doll offer for boys and girls who eat their vegetables. (In Nargus bulletin, Sept. 1962, p.2 of cover) Appl. author: Leo Burnett Co., Inc. © 5Sep62; KK171466.
Is the canned corn you serve quick cooked and vacuum packed by the Green Giant? (In Journal of the American dietetic association, Sept. 1962, p.253) Appl. author: Leo Burnett Co., Inc. © 1Sep62; KK171467.
June Maid brand young, medium small, early peas, 3 sieve. Net contents 6 lbs. 10 ozs. © 23Jun61; KK171579.
Kitchen sliced green beans. Net weight 1 1/2 oz. avoird. NM: "revised pictorial design." © 12Jun62; KK171575.
Kitchen sliced wax beans. Net weight 1 lb. NM: "revised pictorial design." © 12Jun62; KK171573.
Kounty Kist brand cut spears asparagus. Net contents 10 1/2 oz. avoird. NM: revisions. © 23Feb60; KK173181.
Kounty Kist brand whole kernel vacuum packed white corn. Net contents 12 oz. avoird. © 13Oct59; KK173185.
Kounty Kist french style green beans. Net contents 1 lb. NM: revisions. © 12May60; KK173180.
Kounty Kist golden whole kernel sweet corn. Net weight 4 lbs. 11 ozs. © 16Jul61; KK173179.
Kounty Kist 1 1/2" cut green beans. Net weight 6 lbs. 7 ozs. © 9Jul61; KK173178.
Kounty Kist tender young early peas. Net weight 6 lbs. 10 ozs. © 19Jul61; KK173177.
Lindy tender young early peas, medium small. Net weight 6 lbs. 10 ozs. © 15Jul61; KK173175.
Little peas bred to go with great lobsters from Maine. (In House beautiful, Oct. 1960, p.261) Appl. author: Leo Burnett Co., Inc. © 20Sep60; KK170760.
Meal Maker brand early peas. Net contents 6 lbs. 10 ozs. © 11Jul60; KK171578.
Medium small, very young, early peas. Net contents 1 lb. 1 oz. NM: "revised pictorial design." © 12Aug59; KK171572.
Mexicorn, whole kernel corn with red & green sweet peppers. Net contents 12 oz. avoird. NM: "revised pictorial design." © 24Aug62; KK171567.
Mexicorn, whole kernel corn with red & green sweet peppers. Net weight 12 oz. avoird. NM: "revised pictorial design." © 15Jul62; KK171566.
Minnesota Valley brand small, young, early peas. Contents 8 1/2 oz. avd. NM: "revised pictorial design." © 25Jul60; KK171097.
- New from the Green Giant, early peas with tiny onions for an elegant new taste. (In Club management, Sept. 1962, p.56) Appl. author: Leo Burnett Co., Inc. © 1Sep62; KK171468.
- New from the Green Giant, green bean: kitchen sliced to bring out their snappin' fresh flavor. (In Restaurant management, Oct. 1962, p.5) Appl. author: Leo Burnett Co., Inc. © 10Oct62; KK171461.
New from the Green Giant, Le Sueur extra-large green asparagus spears. (In Club management, Aug. 1962, p.42) Appl. author: Leo Burnett Co., Inc. © 1Aug62; KK171469.
- Niblets corn with green beans. Net contents 12 oz. avoird. © 12Sep62; KK171569.
Niblets, golden corn. Net weight 7 oz. avoird. NM: "revised pictorial design." © 16Jul62; KK171568.
Now the Green Giant puts a tested new success in your store, new Green Giant vegetables frozen in butter sauce and packed in the flavor-tight cooking pouch. (In Food mart news, Oct. 1, 1962, p.4) Appl. author: Leo Burnett Co., Inc. © 10Oct62; KK171462.
A pea for every taste, every recipe, every budget, from the valley of the jolly Green Giant. (In Restaurant management, Aug. 1962, p.31) Appl. author: Leo Burnett Co., Inc. © 1Aug62; KK171470.
Shoe peg white corn, whole kernel. Net weight 12 oz. avoird. NM: "revised pictorial design." © 12Sep61; KK171564.
Special offer for boys and girls who eat their vegetables; 4-foot jolly Green Giant rag doll. (In Life, Oct. 19, 1962, p.29) Appl. author: Leo Burnett Co., Inc. © 15Oct62; KK171459.
Tem-ting brand tender, young, sweet peas. Net contents 6 lbs. 10 ozs. © 21Jul61; KK171580.
Trellis brand cream style, white sweet corn. Net contents 1 lb. 1 oz. © 21Jun61; KK171099.
Trellis brand French style wax beans. Net weight 1 lb. © 28Mar62; KK171095.
Trellis brand sweet peas. Net contents 1 lb. 1 oz. NM: "revised pictorial design." © 20Aug59; KK171096.
Very young tender sweet peas. Net contents 1 lb. 1 oz. © 12Aug60; KK173176.
White corn, cream style. Net contents 1 lb. 1 oz. NM: "revised pictorial design." © 29Aug60; KK171563.
Whole green beans. Net weight 1 lb. NM: "revised pictorial design." © 15Apr62; KK171576.
- GREENLAND STUDIOS. ©
A new frontier old Boston formula, Instant Vigh air freshener spray the Democratic way. Net contents 4 ounces. © 29Jan63; KK174228.
- GREENSPAN, PHILLIP I. See AMICO IMPORT.
- GREIDER CO. ©
S-T-G new double duty, now prevents sand scratches, prevents fish-eyes. Contents 8 fl. oz. Appl. author: Fred M. Greider. © 31May63; KK173775.
- GREY-WOOD KNITWEAR INDUSTRIES, INC. ©
What was that name again? Foxwood. (In The New York times magazine, June 9, 1963, p.43) © 9Jun63; KK173937.
- GRIFFITH LABORATORIES, INC. ©
First, the 100-HP dual-plate model, now Griffith's new 60-hp dual-plate 10-boy mince master. Model no.200-60. © 8May63; KK173532.
Seasoning is our business. © 15Mar63; KK173092.

GRISWOLD CONTROLS. ©

- Flow control meter, model 11-A.
© 31Jan63; KK172783.
- Flow control valve; models 80-81.
© 1May63; KK173624.
- Flow control valve; models 50-51.
© 1May63; KK173623.
- Flow control valve; models 90-91-92-93.
© 1May63; KK173622.
- Flow control valve, model: 30-34.
© 15May63; KK173824.
- Flow control valve, models 20-24.
© 15May63; KK173825.

GROTNES MACHINE WORKS, INC. ©

- Expanding mandrel machine tools.
© 1Mar63; KK173442.

GROVE LABORATORIES, INC. ©

- Why be hurt by hemorrhoids? The Pazo formula. (In Look, Aug. 15, 1961, p.58) Appl. author: Gardner Advertising Co. © 15Aug61; KK173221.

GUENTHER, ERNEST.

- Spain. See FRITZSCHE BROS., INC.

GULF & WESTERN INDUSTRIES, INC. ©

- For convenience performance and service trust Poweride-Line. (In Jobber topics, Apr. 1963, p.104-105) Appl. author: Clay Stephenson Associates, Inc. © 10Apr63; KK173397.

One catalog one order form one invoice for all your General Service needs. (In Motor, Apr. 1963, p.81) Appl. author: Clay Stephenson Associates, Inc. © 15Apr63; KK173349.

The PSG plan for jobbers, for the man with the makings of success. (In Southern automotive journal, Apr. 1963, p.163) Appl. author: Clay Stephenson Associates, Inc. © 8Apr63; KK173402.

GULF CARTON DIVISION, ST. REGIS PAPER CO. See ST. REGIS PAPER CO. GULF CARTON DIVISION.

GYNOBS, INC. ©

- Prospange, a new advance in controlled parenthood. © 2Jan63; KK171380.

H

H. T. I. See HONEY TOY INDUSTRIES, INC.

HAMILTON COSCO, INC. ©

- Cosco Gro-Planter furniture with electric sun. ET-87. NM: revisions & additions. © 26Mar63; KK172530.
- Cosco Gro-Planter with electric sun. NM: additions & revisions.
© 4Jan63; KK171617.
- Stylaire Gro-Planter furniture with electric sun. © 13Mar63; KK172289.

HAMM, GILBERT. ©

- Willie Water Saver the Conservation Kid says, Join the parade, be a water saver for America's future.
© 1Apr63; KK173773.

HAMM (THEO.) BREWING CO. ©

- Big fresh taste, brewed from nature's purest waters. Appl. author: Campbell Mithun, Inc. © 1Mar63; KK172473.
- Big fresh taste brewed from nature's purest waters; Hamm's. Glass over waterfall. Appl. author: Campbell-Mithun, Inc. © 1Apr63; KK173871.
- Easy open, Hamm's new, aluminum top. Appl. author: Campbell-Mithun, Inc. © 1Feb63; KK172078.
- New, aluminum, easy-open top. Appl. author: Campbell-Mithun, Inc. © 2Jan63; KK171633.

HAMMOND ORGAN CO. ©

Are you the man who thinks he has a tin ear? Well bet you ten minutes at the Hammond organ, you're wrong. (In Fortune, July 1962, p.31) Appl. author: Young & Rubicam, Inc. © 26Jun62; KK173046.

Christmas is homecoming. (In National geographic, Nov. 1962, p.597) Appl. author: Young & Rubicam, Inc. © 1Nov62; KK172427.

A Christmas thought from Hammond Organ Company to its dealers and all others in the music industry. (In Piano trade magazine, Dec. 1962, cover) Appl. author: Young & Rubicam, Inc. © 1Dec62; KK172442.

The Christmas tree's loaded with Hammond organ advertising. (In Piano trade magazine, Oct. 1962, cover) Appl. author: Young & Rubicam, Inc. © 10Oct62; KK172440.

Does having fun have to be so darn much work? (In Nation's business, Oct. 1962, p.25) Appl. author: Young & Rubicam, Inc. © 10Oct62; KK172435.

A growing congregation chose an organ that would grow along. (In The Episcopalian, Oct. 1962, p.53) Appl. author: Young & Rubicam, Inc. © 17Sep62; KK172432.

Half the organs we build are bought by people who can't play a note. (In Look, Oct. 9, 1962, p.5) Appl. author: Young & Rubicam, Inc. © 25Sep62; KK172433.

Hammond Organ Company is pleased to announce the purchase of Everett Piano Company. (In Piano trade magazine, Jan. 1963, cover) Appl. author: Young & Rubicam, Inc. © 1Jan63; KK172443.

A Hammond organ feature: selective vibrato. Third in a series telling how the concert model Hammond organ enlarges the musical resources at your command. (In The Diapason, Oct. 1962, p.14) Appl. author: Young & Rubicam, Inc. © 10Oct62; KK172447.

Hammond organ wins mahogany design award for third consecutive year. (In Piano trade magazine, Feb. 1963, cover) Appl. author: Young & Rubicam, Inc. © 1Feb63; KK173713.

The Hammond self-contained organ. Now for Christmas, Hammond organ music comes in eleven decorator finishes. (In House beautiful, Nov. 1962, p.21) Appl. author: Young & Rubicam, Inc. © 18Oct62; KK172429.

A highly rewarding opportunity for music teachers; Hammond organ. (In Music journal, Jan. 1963, p.79) Appl. author: Young & Rubicam, Inc. © 25Dec62; KK173049.

How to get this Hammond organ for your parish school or church without asking anyone for money. (In Extension, Jan. 1963, p.1) Appl. author: Young & Rubicam, Inc. © 10Dec62; KK172437.

How to unwind at night: slow down at the Hammond organ. (In Fortune, Jan. 1963, p.161) Appl. author: Young & Rubicam, Inc. © 25Dec62; KK172430.

Ladies & gentlemen, the members of the orchestra have taken their places. (In McCall's, Dec. 1962, p.14-15) Appl. author: Young & Rubicam, Inc. © 21Nov62; KK172454.

New, exclusive financing plan created for Hammond organ dealers. (In Piano trade magazine, Mar. 1963, cover) Appl. author: Young & Rubicam, Inc. © 1Mar63; KK173714.

The New Hammond Play Time guarantee: a pledge you'll play in 30 days. (In Look, Sept. 25, 1962, p.1) Appl. author: Young & Rubicam, Inc. © 11Sep62; KK172451.

The new sound of music is you at the Hammond. (In McCall's, Nov. 1962, p.13) Appl. author: Young & Rubicam, Inc. © 22Oct62; KK172449.

The new sound of music is you at the Hammond. Now that you've decided to buy an organ, read why it should be a Hammond. (In Look, Nov. 20, 1962, p.20-21) Appl. author: Young & Rubicam, Inc. © 6Nov62; KK172453.

The new sound of music is you at the Hammond. You can play this organ with two fingers. (In Look, Oct. 23, 1962, p.127) Appl. author: Young & Rubicam, Inc. © 9Oct62; KK172426.

One man purchased all these organs. (In Homiletic and pastoral review, Sept. 1962, p.2 of cover) Appl. author: Young & Rubicam, Inc. © 20Aug62; KK173051.

One of our most important exclusive features: the retail organ salesman. (In Piano trade magazine, Sept. 1962, cover) Appl. author: Young & Rubicam, Inc. © 1Sep62; KK172439.

Only two kinds of children can be taught to play the Hammond organ. (In McCall's, Oct. 1962, p.15) Appl. author: Young & Rubicam, Inc. © 21Sep62; KK172448.

Pick one out, see your Hammond dealer. Have a whole, new ... kind of family Christmas. (In Redbook, Nov. 1962, p.6-7) Appl. author: Young & Rubicam, Inc. © 25Oct62; KK172450.

Seven ideas for remodeling your life with a Hammond organ. (In House beautiful, Sept. 1962, p.29) Appl. author: Young & Rubicam, Inc. © 21Aug62; KK173715.

She'd love our handsome luxury spinet. Seven businesslike reasons why you should give your wife this sentimental gift for Christmas. (In Nation's business, Dec. 1962, p.11) Appl. author: Young & Rubicam, Inc. © 1Dec62; KK172425.

Shower of stars. Grease paint paid for a Hammond organ. (In School management, Nov. 1962, p.13) Appl. author: Young & Rubicam, Inc. © 23Oct62; KK172431.

Sing along with nobody, but the kids. (In Look, July 3, 1962, p.55) Appl. author: Young & Rubicam, Inc. © 19Jun62; KK172436.

Teen-age trouper finds a fresh new sound on the Hammond organ. (In International musician, Sept. 1962, p.23) Appl. author: Young & Rubicam, Inc. © 1Sep62; KK173047.

There were parties before there were Hammond organs, but they weren't nearly as much fun. (In Holiday, Oct. 1962, p.119) Appl. author: Young & Rubicam, Inc. © 15Sep62; KK172428.

This, a Hammond organ bench, is even more fun to spend your free time on. This is fun for just loafing in the sun on. (In Look, Aug. 14, 1962, p.49) Appl. author: Young & Rubicam, Inc. © 31Jul62; KK172434.

This 88 year old parish built a contemporary church and put a contemporary Hammond organ inside. (In Catholic building and maintenance, Nov.-Dec. 1962, p.77) Appl. author: Young & Rubicam, Inc. © 25Oct62; KK172444.

This 14 year old Hammond organ hasn't seen a service man in 6 years. (In Presbyterian life, Sept. 15, 1962, p.33) Appl. author: Young & Rubicam, Inc. © 15Sep62; KK173048.

This is the concert model, largest, most magnificent Hammond organ. Suggestion for your executive gift list. (In Fortune, Nov. 1962, p.101) Appl. author: Young & Rubicam, Inc. © 30Oct62; KK172446.

- This new Methodist sanctuary took months of planning and study and decisions to build; this new organ inside took no discussion at all. (In Together, Sept. 1962, p.10) Appl. author: Young & Rubicam, Inc. © 15Aug62; KK172445.
- 27 fascinating sounds your family can play on Christmas morning, if you give them a Hammond organ. (In Holiday, Nov. 1962, p.191) Appl. author: Young & Rubicam, Inc. © 15Oct62; KK172424.
- We asked Principal Julius Bussey why he chose a Hammond organ for his school. (In School management, Sept. 1962, p.126) Appl. author: Young & Rubicam, Inc. © 23Aug62; KK172452.
- Who, what, where, when, why? Hammond organ, music's most glorious voice and most valuable franchise. (In Piano trade magazine, Aug. 1962, cover) Appl. author: Young & Rubicam, Inc. © 1Aug62; KK172438.
- Why many leading organists choose the concert model Hammond organ. (In Central Arizona Chapter American Guild of Organists year book & directory 1962-63, p.15) Appl. author: Young & Rubicam, Inc. © 1Sep62; KK172441.
- Why this school removed a 6 year old installation and bought a Hammond organ. (In Catholic school journal, June 1962, p.79) Appl. author: Young & Rubicam, Inc. © 27May62; KK173050.
- HANCE BROS. & WHITE CO. ©**
Now clinically tested Rash-Eze lotion and tablets. 12 tablets. © 8Apr63; KK172714.
Now clinically tested Tan-Eze lotion and tablets. 12 tablets. © 8Apr63; KK172715.
- HANCOCK (JOHN) MUTUAL INSURANCE CO. ©**
The role of the John Hancock in the world of today. (In Underwriters report, Dec. 20, 1962) Appl. author: McCann-Erickson, Inc. © 20Dec62; KK173243.
- HANNA-BARBERA PRODUCTIONS. ©**
The Jetsons jigsaw puzzle. No.4637. Caught speeding. 70 pieces. © 26Dec62; KK171266.
The Jetsons jigsaw puzzle. No.4637. To the jet in. 70 pieces. © 26Dec62; KK171267.
36 Yogi Bear valentines for boys and girls to send. © 7Dec62; KK171265.
- HANNA-BARBERA PRODUCTIONS, INC. ©**
The Jetsons fun pad game. For ages 6 to adult. 4331. [By] Milton Bradley Co. © 1Jan63; KK172965.
Pebbles Flintstone. No.0700-5. Appl. author: Ideal Toy Corp. © 16Jan63 (in notice: 1962); KK172369.
- HANNAU COLOR PRODUCTIONS, INC. ©**
Avion, masterfully constructed to outlast them all. Avion Imperial 30". © 5Mar63 (in notice: 1962); KK172502.
Golden Crescent Manufacturing presents Piggyback Penthouses. © 5Mar63 (in notice: 1962); KK172503.
Slick Craft '63, the quality name in boating. © 18Mar63; KK173032.
- HARLAN HOMES, INC. ©**
The Space Needle, a concept of living that will make your spirit soar. © 23Feb63; KK171990.
- HARNISCHFEGER HOMES, INC. ©**
Exclusive...for home builders. Harnischfeger Homes announces a dramatic new marketing plan which will double even triple your sales. (In Practical builder, Dec. 1962, p.61) Appl. author: Hoffman, York, Paulson & Gerlach, Inc. © 1Dec62; KK173283.
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MSP design factor homes outsell ordinary homes 2 to 1. New...original lowest-cost split-foyer in the Midwest. (In Practical builder, Jan. 1963, p.96) Appl. author: Hoffman, York, Paulson & Gerlach, Inc. © 1Jan63; KK173282.
- HARPER (I. W.) DISTILLING CO. ©**
In every glass, a great tradition; I. W. Harper, the gold medal bourbon. Since 1872, I. W. Harper. (In Seattle post-intelligencer, Mar. 21, 1963, p.9) Appl. author: Otto Kleppner. © 21Mar63; KK172860.
In every glass, a great tradition; I. W. Harper, the gold medal bourbon. Special note to liquor merchants & tavern owners. (In Baltimore evening sun, Mar. 12, 1963, p.B6) Appl. author: Otto Kleppner. © 12Mar63; KK172926.
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In every glass of I. W. Harper a great tradition. I. W. Harper rich in tradition and famous for quality since 1872. (In Liquor store, Apr. 1, 1963, p.5) Appl. author: Otto Kleppner. © 1Apr63; KK172853.
Now, 6 new wonderful ways to profit with I. W. Harper. (In Beverage retailer weekly, New York ed., Nov. 19, 1962, p.3A) Appl. author: Otto Kleppner. © 19Nov62; KK170818.
Since 1872 all-time premium profits from an old time Kentucky favorite. I. W. Harper, the gold medal bourbon. (In New Jersey beverage journal, Feb. 1963, p.6-7) Appl. author: Otto Kleppner. © 1Feb63; KK171539.
Taking bows since 1872, I. W. Harper the gold medal bourbon. (In Metropolitan opera program, Mar. 9, 1963, p.7) Appl. author: Otto Kleppner. © 9Mar63; KK172854.
A tradition of good taste and famous quality. (In TV guide, Apr. 13-19, 1963, p.A-48) Appl. author: Otto Kleppner. © 13Apr63; KK174070.
You give so much more pleasure with I. W. Harper, the gold medal bourbon. (In New York world-telegram and sun, Nov. 20, 1962, p.9) Appl. author: Otto Kleppner. © 20Nov62; KK170812.
- HARRIS BUILDING CORP. ©**
Hold everything, don't build a Florida room until you receive this captivating fascinating Stere-o-scope. (In Miami herald, Jan. 7, 1963, p.10A) © 7Jan63; KK171945.
- HARRISON SPECIALTY CO., INC. ©**
Happy Daze Big Grouch refresher spray. Contents: 5 ounces net weight. © 15May63; KK174299.
Happy Daze Big Nag refresher spray. Contents: 5 ounces net weight. © 15May63; KK174301.
Happy Daze Bull Thrower refresher spray. Contents: 5 ounces net weight. © 15May63; KK174300.
- HARRY & DAVID. ©**
Surprise your friends, be good to yourself, give the world's rarest and finest fruit; send a special summer fruit-of-the-month club. NM: additions & revisions. © 21May63; KK173904.
- HAVENLY PRODUCTS CO.**
Hapco concentrated sealer and conditioner for power steering and automatic transmissions. 6 fl. oz. © John T. Frederick d.b.a. Havenly Products Co.; 30May63; KK173931.
- HAWKINSON (PAUL E.) CO. ©**
I think I know why I wasn't invited to join their car pool. Appl. author: Raymond P. Hawkinson. © 5Nov62; KK170996.
- HAYES, ROBERT. ©**
5 genuine aromatic Cedar Bouquet blocks. © 26Dec62; KK173125.
- HEATH (L. S.) & SONS, INC. ©**
Candy roll ice cream bar. © 24Jan63; KK172693.
- HEBALEITZ, LYTHUNE M., pseud. See HUNTLEY, ELIZABETH M.**
- HELBROS WATCH CO., INC. ©**
Glamour gift or budget, buy Helbros, quality distinguishes both. Primrose. (In Post exchange and commissary, Sept. 1960, p.33) © 1Sep60; KK171135.
- HELENE CURTIS INDUSTRIES, INC. ©**
Now give your legs precious complexion care as you shave. New luscious pink Plush shave-creme is completely, exclusively feminine and it's from Helene Curtis. (In Glamour, Oct. 1, 1960, p.34) © 1Oct60; KK173233.
- HELLER TOOL CO. ©**
Meet Mr. D. Mr. D. helps you cut costs with Heller hacksaws. (In Industrial distribution, Jan. 1963, p.32-33) © 1Jan63; KK172721.
- HEMFLING, ROBERT. ©**
Every last Friday holds something special just for you at Granada Village Center. (In North Valley mail, Feb. 13, 1963, p.12) © 13Feb63; KK172778.
- HENCKE PUB. CO. ©**
Hunting & fishing in Missouri, 1964 annual. Donald S. Hencke, editor & publisher, & Paul G. Hencke, editorial advisor. © 20Apr63; KK173801.
- HENRIKSEN, --.**
Timber wolves, ferocious, savage and cruel. See OLD COLONY GAS & OIL CO.
- HERBERT, EDWARD J. See EDROY PRODUCTS CO.**
- HERCULES POWDER CO. ©**
The boll weevil, life cycle, damage and control. (Toxaphene no.624) Appl. author: F. E. Schmitt, Jr. © 28Mar63; KK173312.
The boll weevil life cycle, damage, and control. (Toxaphene no.624-1) Appl. author: Doris J. Watson. © 27May63; KK174209.
Coastal bend insect newsletter. Appl. author: Charles A. Stainback. © 3Apr63; KK173309.
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The cotton fleahopper, life cycle, damage and control. (Toxaphene no.623) Appl. author: F. E. Schmitt, Jr. © 28Mar63; KK173310.

The cotton fleahopper life cycle, damage, and control. (Toxaphene no.623-1) Appl. author: Doris J. Watson. © 27May63; KK174213.

The cotton leafworm, life cycle, damage and control. (Toxaphene no.622) Appl. author: F. E. Schmitt, Jr. © 28Mar63; KK173313.

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Hercoflex 150, a low temperature primary plasticizer. (Product data, No.283) Appl. author: F. E. Schmitt, Jr. © 10Oct62; KK171685.

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HERMAN, FRANCIS. See SPONGE WAY CO.

HERMAN, HAROLD M. ©

Sidedor sleeping car with animated hobo. (In Chicago Sunday tribune, Dec. 2, 1962, p.70) © 2Dec62; KK172404.

HEUBLEIN, INC. ©

Absolutely delicious, happily inexpensive Club cocktails. (In Columbus dispatch, Apr. 25, 1963, p.39A) Appl. author: Benton & Bowles, Inc. © 25Apr63; KK174177.

Bell's 6, aged 6 long years; better try this better Scotch. (In Newark evening news, May 1, 1963, p.59) Appl. author: Benton & Bowles, Inc. © 1May63; KK174183.

Bisquit is cognac. (In The Wall Street Journal, Apr. 4, 1963, p.5) Appl. author: Benton & Bowles, Inc. © 4Apr63; KK174182.

Extra age at no extra cost, why Scotch customers are demanding Bell's 6. (In Northwest beverage Journal, Oct. 1962, p.13) Appl. author: L. C. Gumbinner Advtg. Agency. © 10Oct62; KK170743.

The fastest growing item in the liquor field today. (In Package store management, April 1963, p.18-19) Appl. author: L. C. Gumbinner Advtg. Agency. © 15Apr63; KK173071.

The fastest growing item in the liquor field today. Sales of Heublein Cocktails are multiplying ... and multiplying. (In Liquor store, Feb. 1963, p.30-31) Appl. author: L. C. Gumbinner Advertising Agency. © 1Feb63; KK171897.

For business friends at Christmas, here's a way to say merry business in perfect taste, give Bisquit, the connoisseur's cognac. (In Wall Street Journal, Dec. 4, 1962, p.6) Appl. author: Benton & Bowles, Inc. © 4Dec62; KK172035.

Give your customers Canadian whisky as Canadians drink it. Canadian Velvet. (In Northwest beverage Journal, Apr. 1963, p.27) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © 10Apr63; KK173362.

Harvey's Bristol cream sherry; recommend this rare imported sherry, a most distinguished gift. (In Beverage media, Dec. 1962, p.77) Appl. author: Benton & Bowles, Inc. © 26Nov62; KK172034.

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Never serve the coffee without the cream; Harvey's Bristol Cream, that is. (In The New Yorker, Nov. 10, 1962, p.85) Appl. author: Benton & Bowles, Inc. © 8Nov62; KK172039.

Pour your favorite cocktail right from the Heublein bottle. Heublein cocktails. (In Newark evening news, Mar. 18, 1963, p.5) Appl. author: Lawrence C. Gumbinner Advertising Agency, Inc. © 18Mar63; KK173360.

Think delicious. Pour your favorite cocktail right from the Heublein bottle. (In Life, Apr. 5, 1963, p.63) Appl. author: L. C. Gumbinner Advtg. Agency. © 1Apr63; KK173074.

What this country needs is a good 25¢ daiquiri. Darren McGavin. (In Life, Mar. 8, 1963, p.57) Appl. author: L. C. Gumbinner Advertising Agency. © 4Mar63; KK172663.

What this country needs is a good 25¢ martini; it's here, it's Heublein. (In Life, Feb. 8, 1963, p.91) Appl. author: L. C. Gumbinner Advertising Agency. © 4Feb63; KK171935.

HEUBLEIN, INC. STE. PIERRE SMIRNOFF
FLS. SEE SMIRNOFF (STE. PIERRE)
FLS.

HEYER, INC. ©

The Heyer gelatin duplicating process. Suggestions on how to obtain best results from it. © 29Jan63; KK171277.

How to get best results on any spirit duplicator with Heyer Dual-Purpose duplicating carbon paper. © 19Mar63; KK172323.

HILLS BROS. COFFEE, INC. ©

Coffee H. [Metal label] © 17Dec62; KK171079.

Free kitchen kanister at no extra cost with exciting coffee recipes. Drip grind. 3 lbs. net weight. [Label] © 17Dec62; KK171078.

HILSUM SALES CORP. ©

Vend-A-Stamp, now available in a 5 column model. Appl. author: William Keats. © 28Feb63; KK172081.

HIRSH (S. A.) MFG. CO. ©

New, Hirsh home storage systems. Appl. author: David Shulman. © 30Apr63; KK173160.

New ideas to solve your storage problems; Stor-A-Way storage centers by Hirsh. The Royal. Appl. author: David Shulman. © 17Dec62; KK170710.

New ideas to solve your storage problems; Stor-A-Way storage centers by Hirsh. The Royal. [Woman standing by cabinets] Appl. author: David Shulman. © 17Dec62; KK170709.

HODES-DANIEL CO., INC.

Better budgeting begins at Home. Appl. author: Jean Reiser. © Hodes-Daniel a.a.d.o. Hodes-Daniel Co., Inc.; 6Mar63; KK174039.

A happy springtime begins with money from Morris Plan. Appl. author: Jean Reiser. © 6Mar63; KK174040.

Spring spruce-up begins with money from Local. Appl. author: Jean Reiser. © 6Mar63; KK174038.

HOERR, HENRY PETER. ©

A booster. © 19Dec62; KK171354.

HOME CENTERS, INC. ©

Fabulous February values, no down payment, pay nothing till next June. (In Akron beacon Journal, Feb. 17, 1963, p.11C) Appl. author: George Richards. NM: additions. © 17Feb63, KK173589.

Last 3 days. A price-smashing climax to a solid month of sensational anniversary sale savings. (In Akron beacon Journal, Feb. 28, 1963, p.62) Appl. author: George Richards. NM: additions. © 28Feb63; KK173588.

Monday only, RCA Victor TV swap. (In Akron beacon Journal, Feb. 10, 1963, p.1C) Appl. author: George Richards. NM: additions & revisions. © 10Feb63 (in notice: 1962); KK173590.

RCA Victor new vista 23" television console. Model M-232-6. (In Akron beacon Journal, Feb. 24, 1963, p.13D) Appl. author: George Richards. © 24Feb63; KK173293.

HONEY TOY INDUSTRIES, INC. ©

Instant life, just add water. Magic powder hatches into living baby Sea-Monkeys. Item no.118. Appl. author: Harold Brauhn. © 29Dec62; KK172405.

Instant life, just add water. Sea-Monkeys. Item no.118. © 12Oct62; KK171058.

HOWARD, DONALD D. ©

Moor-O-Matic, sensational new invention; boat mooring apparatus having remotely operable release means. © 29Mar63; KK172520.

HOYNE, TOM.

The capping ceremony. See AMERICAN HOSPITAL SUPPLY CORP.

HUBBELL, CHARLES H.

American Heritage Dogfight air battle game, World War I. See BRADLEY (MILTON) CO.

HUDSON (H. D.) MANUFACTURING CO. ©

Follow this spray dust timetable. © 6Jan62; KK171221.

For bountiful gardens, Hudson sprayers & dusters. (In Better homes & gardens, May 1962, p.129) © 19Apr62; KK171227.

Mr. Dealer, now is the time to set up your display for outdoor comfort, plus all spraying and dusting jobs for the rest of the season. © 17Feb62; KK171228.

Now is the time to apply dormant spray, before leaves appear. © 23Jan62; KK171224.

Now is the time to live outside and love it; spray and dust for flies and mosquitoes. © 23Jan62; KK171225.

Now is the time to start spraying or dusting for beautiful roses and other flowers. © 23Jan62; KK171223.

Now is the time to start your lawn spraying program for crab grass, lawn weeds. © 23Jan62; KK171226.

Now, kill face flies effectively, easily, safely; new, no.6319 Hudson Hydra-Gun with Select-O-Spray. © 20Mar62; KK171222.

HUMBLE OIL & REFINING CO. ©

Everything's all right, dear, I'm at an Esso station. You get all kinds of help at your Happy Motoring sign. (In Ladies home Journal, Sept. 1962, p.R4) © 14Aug62; KK172293.

- Homecoming, here we come. Esso. (In The Saturday evening post, Oct. 13, 1962, p.61) © 9Oct62; KK172118.
- Sparkling rest rooms are just one of the many services you'll find at your Happy Motoring sign. Esso. (In The Ladies' home journal, Oct. 1962, p.R5) © 18Sep62; KK172119.
- HUNTER CO. ©**
Hunter leather products engineered for action. Appl. author: Clyde Bellisle. © 28Feb63; KK171969.
- HUNTLEY, ELIZABETH M.**
Dekka-face form; the answer to a tired face the preservation of youth. © Elizabeth M. Huntley, Lythune M. Hebaletz, pseud.; 15Jan63; KK173483.
- HURST-CAMPBELL, INC. ©**
Competition plus by Hurst. Don't fool with this one. (In Hot rod magazine, Mar. 1963, p.9) © 15Feb63 (in notice: 1962); KK173488.
- HUTCHINS CO., INC. ©**
Bumper guards. Appl. author: W. L. Hutchins. © 2Jan63; KK171083.
- I**
- IDEAL TOY CORP. ©**
Baby Pebbles Flintstone. No.0710-4. © 10Jan63; KK172414.
The doll you love to dress, Tammy. No.9000-1. © 1Mar62; KK172789.
Kissy, a paper doll 24" tall. No.6082. Authorized ed. Appl. author: Saalfeld Pub. Co. © 9May63; KK173646.
- IDIOTS DELIGHT, UNLTD. ©**
Handy, novel sanitary parakeet diapers. (In The Wellesley townsman, Nov. 29, 1962, p.3) © 29Nov62; KK171830.
- ILLINOIS BAKING CORP. SAFE-T PACIFIC BAKING CO. See SAFE-T PACIFIC BAKING CO.**
- IMPERIAL WALLPAPER MILL, INC. ©**
Beekman Place, a most engaging pair of interchangeable espallier trees. Appl. author: James Seeman Studios, Inc. © 30Apr63; KK174079.
Hudson River, a famous panoramic view of 1830, looking north from a battery at West Point. Appl. author: James Seeman Studios, Inc. © 30Apr63; KK174125.
Rose arbor, a versatile decoration especially suitable for framing large wall spaces. Appl. author: James Seeman Studios, Inc. © 30Apr63; KK174124.
St. Tropez, the quaint fishing village on the French Riviera. Appl. author: James Seeman Studios, Inc. © 30Apr63; KK174081.
Sayonara. Shoji screens on a Japanese foil block background frame a traditional Japanese garden vista. Appl. author: James Seeman Studios, Inc. © 30Apr63; KK174083.
Southern spring, a vista of an old southern plantation among moss covered trees seen through a vignette of cherry blossoms. Appl. author: James Seeman Studios, Inc. © 30Apr63; KK174080.
Sutton Place. Classic Grecian urns and rhododendron leaves in architectural niches. Appl. author: James Seeman Studios, Inc. © 30Apr62; KK174084.
Toledo, a distant landscape in the style of El Greco's View of Toledo seen through a magnificent wrought iron gate. Appl. author: James Seeman Studios, Inc. © 30Apr63; KK174082.
- IMPORTED BRANDS, INC. LIQUOR CO. OF AMERICA. See LIQUOR CO. OF AMERICA.**
- INCO. See INTERNATIONAL NICKEL CO.**
- INDEPENDENT TELEVISION CORP. ©**
Supercar, to the rescue game. For ages 5 to 12. 4316. [By] Milton Bradley Co. © 29Nov62; KK172970.
- INDUSTRIAL STRUCTURES, INC. ©**
Construction note: assembly of panelized fiber glass endwall. © 29Oct62; KK171130.
Construction note: Assembly of translucent fiber glass endwall section. © 29Oct62; KK171045.
Construction note: Installation of translucent fiber glass arch panel. © 29Oct62; KK171131.
Construction note: method of sealing joints by applying 10 mills of cocoon vinyl. © 29Oct62; KK171126.
Construction note: model A-3-4, 40' x 88' structure erected on temporary concrete sleepers. © 29Oct62; KK171127.
Construction note: model A-3-4, 40' x 88' structure with solid endwall. © 29Oct62; KK171128.
Construction note: model A-3-6, 60' x 104' structure erected on precast footings. © 29Oct62; KK171129.
Construction note: Model A-3-6 60' x 104' structure with white fiber glass endwall. © 29Oct62; KK171044.
Construction note: Placement of pre-cast adjustable re-usable footings for salt storage building. © 29Oct62; KK171043.
Erection of hemi-hemisphere. Drawing no.M12. © 20Feb63; KK172167.
Mobile hemi-hemisphere handling methods. Drawing no.M14. © 20Feb63; KK172168.
Model A-3-48-4 splice procedure. Drawing no.M13. © 20Feb63; KK172166.
- INFANSEAT CO. ©**
A genuine Infanseat baby carrier preferred by over a million happy babies. © 8Apr63; KK173056.
- INLAND HOMES CORP. ©**
Thunderbird, the new low cost home with a sweeping new floor plan for added livability. (In American builder, Feb. 1963, p.116) © 31Jan63; KK171319.
- INTERNATIONAL ASSEMBLIX CORP. ©**
Craft House Glitter-ama kit contains 7 gorgeous glitter packs. Stock no.1961; net contents 1 1/4 ozs. © 2Apr63; KK174284.
- INTERNATIONAL CAMERA CORP. ©**
Mr. Druggist, here are the dollars and sense facts on International's camera repair program. © 2Mar63; KK172553.
- INTERNATIONAL ENTERPRISES.**
The family that prays together, stays together. Catalog no.2008, sample Tel-0-Ad mailing card. © Theo. B. Jensen d.b.a. International Enterprises; 1Jul62; KK172406.
- INTERNATIONAL LATEX CORP. ©**
At last the slimness of Playtex, plus the coolness of cotton next to your skin; the all-new Playtex girdle. (In Ebony, Oct. 1960, p.19) © 18Sep60; KK171547.
First time ever. Sale golden Playtex girdle \$3 off. © 10Mar63; KK171920.
- Look, new sheer elastic Playtex will pay you \$1.00 to try this Playtex Living bra with Stretch-ever sheer elastic. © 3Mar63; KK171919.
Playtex cotton & lace bra. © 2Apr63 (in notice: 1962); KK174068.
Playtex hand-saver gloves with soft absorbent lining. No.829. © 9Jan63; KK173002.
Playtex Living bra, regular length without waistband; new, Stretch-Ever sheer elastic made without rubber. (280) © 2Nov62; KK170791.
Playtex party pants, party pretty and practical too. Alpha-print, no.464. © 9Jan63 (in notice: 1960); KK172588.
Playtex soft-line padded bra; new soft cups, made without rubber, machine washable, stays soft. © 22Apr63; KK174061.
Playtex will pay you \$1.00 to try the new Playtex Living bra with new sheer elastic Stretch-ever. © 3Mar63; KK171923.
Sale, first time ever. Golden Playtex girdles. (Streamer, P-7227) © 4Nov62; KK171797.
You get \$1.00 just for trying the new Living girdle with Stretch-ever Spandex elastic. [Torso of woman] © 3Mar63; KK171922.
You get \$1.00 just for trying the new Living girdle with Stretch-ever Spandex elastic. [Woman with crossed legs] © 3Mar63; KK171921.
- INTERNATIONAL NICKEL CO., INC. ©**
Inco helps develop new, light, stainless steel tank trailer. (In Forbes, Feb. 15, 1963, p.59) © 12Feb63; KK172360.
Inco helps develop process for making quality products. (In Forbes, May 1, 1963, p.31) © 27Apr63; KK173562.
Inco research helps fuel short countries cook with gas. (In Forbes, Jan. 1963, p.37) © 29Dec62; KK171359.
The new quality look in living rooms is here. Furniture made with nickel plating. (In McCall's, Mar. 1963, p.129) © 20Feb63; KK171924.
Remember the days when products were quality made to last. Nickel has brought that quality back. (In McCall's, Feb. 1963, p.32-33) © 20Jan63; KK172359.
- INTERNATIONAL PAPER CO. ©**
Hold this page up to the light. Jantzen. (In Look, May 8, 1962, p.63n-64h) Appl. author: Ogilvy, Benson & Mather, Inc. © 24Apr62; KK170906.
Send me a man who reads. Chemist. (In Reader's digest, Aug. 1962) Appl. author: Ogilvy, Benson & Mather, Inc. © 23Jul62; KK170908.
Send me a man who reads. Lineman. (In Reader's digest, Feb. 1962) Appl. author: Ogilvy, Benson & Mather, Inc. © 23Jan62; KK170909.
Send me a man who reads. [Lineman reading while eating lunch] (In Fortune, Apr. 1962) Appl. author: Ogilvy, Benson & Mather, Inc. © 25Mar62; KK173454.
Send me a man who reads. [Sailor on deck of battleship] (In Fortune, July 1962, p.2 of cover) Appl. author: Ogilvy, Benson & Mather, Inc. © 26Jun62; KK173455.
Send me a man who reads. [Salesman sitting in railroad station reading Advise & consent] (In Reader's digest, Nov. 1962) Appl. author: Ogilvy, Benson & Mather, Inc. © 23Oct62; KK170907.

INTERNATIONAL PAPER CO.-Con.

Send me a man who reads. [Seated sailor on deck of warship] (In Reader's digest, July 1962) Appl. author: Ogilvy, Benson & Mather, Inc. © 23Jun62; KK170904.

Send me a man who reads. [Student reading book about Civil War] (In Fortune, Sept. 1962) Appl. author: Ogilvy, Benson & Mather, Inc. © 28Aug62; KK170905.

Send me a man who reads. [Student reading book about Civil War] (In Reader's digest, Sept. 1962) Appl. author: Ogilvy, Benson & Mather, Inc. © 23Aug62; KK170910.

Send me a man who reads, agrees Christopher Kraft, flight director of America's manned space flight program at Cape Canaveral, Florida. (In Fortune, Oct. 1962) Appl. author: Ogilvy, Benson & Mather, Inc. © 25Sep62; KK170911.

Send me a man who reads, agrees Christopher Kraft, flight director of Project Mercury. (In Reader's digest, Oct. 1962) Appl. author: Ogilvy, Benson & Mather, Inc. © 23Sep62; KK170903.

J

J B M R ASSOCIATES. ©

Wall street, the exciting new stock market game. Game no.324. © 29Aug62; KK170934.

JACOBS, LEONARD A. ©

Complimentary shower cap. © 20Dec62; KK172696.

JAMISON MANUFACTURING CO. ©

Climbers. No.591 slider-climber. © 18Oct62; KK170848.

Fantasy playground equipment. (Catalog 621) © 1Nov62; KK170862.

Flying ring sets, inline traveling rings. © 18Oct62; KK170853.

Horizontal ladders. Horizontal bars. © 18Oct62; KK170849.

Insert sleeves. Erection sleeves JFS series. © 1Nov62; KK170860.

Movable baseball backstops. © 1Nov62; KK170855.

Official regulation steel basketball backboards. © 1Nov62; KK170856.

Permanent outdoor benches. Futuristic benches. FB-8. © 1Nov62; KK170847.

The safe and proven Callen obstacle course system. © 1Nov62; KK170859.

Series A official regulation basketball backstop. © 1Nov62; KK170857.

Specify Jamison hot-dip galvanized heavy-duty pole games ... merry-go-round ... swing rings. © 18Oct62; KK170850.

Stationary baseball backstops. © 1Nov62; KK170854.

Steel flagpoles. Outdoor tables with seats attached. © 1Nov62; KK170861.

Tennis posts and matching nets and sleeves. © 1Nov62; KK170858.

Tripod support swings, 3-swing spans. © 1Nov62; KK170852.

Vertical support swings, posts set in from ends. © 1Nov62; KK170851.

JEFFCO GAMES, INC. ©

Play-Poker, the solitary poker game. © 27Dec61; KK172465.

JEL SERT CO. ©

Aunt Wick's Fla-Vor-Aid; imitation strawberry flavor. Net wt. 1/2 oz. © 17Jan63; KK172529.

Aunt Wick's Jel Sert gelatin dessert; imitation orange flavor. Net wt. 1/2 oz. © 10Oct61; KK172528.

JENSEN, ALLAN KERMIT. ©

Posters for coin-op laundries, dry-cleaners. © 1Sep62; KK173031.

JENSEN, THEO. B. See INTERNATIONAL ENTERPRISES.

JESS CORP. ©

Limbo-Rack for limbo dances, jump contests. Appl. author: Dale E. Jess. © 3May63; KK173251.

JIERREE, RUSSELL R. B. ©

Russ Jierree, the astro-nut and his flying saucers. © 12Sep62; KK171000.

JOFFE (J. A.) & CO., INC. ©

Easter novelties, J. A. Joffe decorations. © 10Dec62; KK170731.

JOHN'S, INC. ©

Azaleas in bud and in bloom. 1963 no.1 selection of living plants for indoor decoration. © 5Jan62; KK170992.

Gardenias in bud ready to bloom. Big 5 selection, 12 different varieties. Appl. author: John Masek. © 22Feb63 (in notice: 1962); KK172638.

No.1 selection of living foliage plants for indoor decoration. © 29Mar63 (in notice: 1962); KK173091.

JOHNSON (S. C.) & SON, INC. ©

Coming this spring; world's easiest way to grow great lawns, new 20-minute J-way. (In Life, Mar. 15, 1963, p.R-12) Appl. author: Daniel E. Kelly. © 15Mar63; KK173561.

Envy, grass colorant. Contents 55 gal. U. S. liquid. © 1Jun59; KK173921.

Envy grass colorant. Contents U. S. liquid. © 1Jun59; KK173351.

Hard gloss Glo-Coat self polishing for all floors. Contents: 14 fl. oz. © 15Jan63; KK172962.

How many of these human maintenance problems can you solve? (In The Nation's schools, Apr. 1963, p.67) Appl. author: Needham, Louis & Brorby, Inc. © 20Mar63; KK172785.

New easy way to solve spot cleaning problems; the clean-up kit in a can. (In Catholic property administration, Feb. 1963, p.49) Appl. author: Needham, Louis & Brorby, Inc., Advertising. © 26Jan62 (in notice: 1963); KK171956.

Phew. You mean the coolant has gone rancid already? No.180 machine cleaner. (In American machinist/metalworking manufacturing, Apr. 1, 1963, p.270) Appl. author: Needham, Louis & Brorby, Inc. © S. C. Johnson & Son, Inc. (in notice: S. C. Johnson, Inc.); 28Mar63; KK172784.

Protected with Primafresh, from Johnson's wax. Do you have this high profit protection? (In Produce marketing, Mar. 1963, p.12) Appl. author: Needham, Louis and Brorby, Inc. © 15Mar63; KK173132.

JOHNSON & JOHNSON. ©

The most widely used sterile surgical lubricant. K-Y sterile lubricant. (In Diseases of the colon & rectum, Sept. 1962, p.4A) © 1Sep62; KK171536.

New, exciting, different; Johnson & Johnson milk filters offer. Seize your choice of nationally known Arlene Andrews dresses. (In Wallaces farmer, Feb. 1963, p.43) © 1Feb63; KK171535.

New, exciting, different; Johnson & Johnson milk filters offer. Select your choice of nationally known Arlene Andrews dresses. Make certain ... the filters that catch sediment. © 10Dec62; KK171537.

We curb sediment. Rapid-Flo Rolstrip single gauze faced, milk filter. (In The Dairyman, Aug. 4, 1962, p.19) © 1Aug62; KK171584.

JOHNSON & JOHNSON. PERMACEL DIVISION.

Bondex hot iron fabric alphabet and crests. Art. T-52. 74 letters plus 10 crests. © Johnson & Johnson, Permacel Division (in notice: Permacel); 9Nov62; KK171586.

Bondex hot iron fabric, hand printed appliques. Art. T.50-A. © Johnson & Johnson, Permacel Division (in notice: Permacel); 9Nov62; KK171582.

Bondex hot iron fabric initials. Art. T-51. © Johnson & Johnson, Permacel Division (in notice: Permacel); 9Nov62; KK171583.

Bondex hot iron fabric magic appliques. Art. T-53-B, Jars. © Johnson & Johnson, Permacel Division (in notice: Permacel); 9Nov62; KK171585.

JONES, LOIS A.

Sew by Number. See KRESTEL, LEE.

JONES ASSOCIATES. ©

Men and women, this is your hand gripper. Appl. author: George E. Jones, Jr. © 5Mar63; KK171996.

K

K. P. C. CO. See KLEIN PEST CONTROL CO.

K. T. C. SEE KORVETTE TIRE CENTERS.

KVP SUTHERLAND PAPER CO. ©

Hyde Park chocolate ice cream. One half gallon liquid. © 23Apr63; KK173274.

Hyde Park neapolitan ice cream. One half gallon liquid. © 1May63; KK173273.

Hyde Park strawberry ice cream. One half gallon liquid. © 16Apr63; KK173276.

Hyde Park vanilla fudge ice cream. One half gallon liquid. © 3May63; KK173275.

Hyde Park vanilla ice cream. No.X600. One half gallon liquid. © 29Mar63; KK172758.

KALAJIAN, H. ©

Near East authentic Armenian recipe, wheat (bulgur) pilaf mix. Net wt. 8 ozs. © 1Aug62; KK172513.

Near East rice pilaf mix. Net wt. 9 ozs. © 1Aug62; KK172044.

KALLUS, JOSEPH L. ©

Kewpies super slate, draw then lift films draw again. 8831. Appl. author: Saalfield Pub. Co. © 30Nov62; KK172304.

KAR-KWIK SERVICE, INC. ©

Here's our famous Kar-Kwik guarantee to you. Guarantee certificate. Appl. author: Irwin M. Jennis. © 22Feb63; KK172586.

KATHER, ALFRED C. ©

Design for Automatic mattress; slip-covers Automated. © 8Feb63; KK172224.

Pomp head adornment. © 22Jan63; KK171085.

KAY PREPARATIONS CO., INC. ©

Make-up? medication? miracle? New Cosmedicake. (In Chicago daily news, Jan. 29, 1963, p.23) © 29Jan63 (in notice: 1962); KK171285.

Make up pretty today, wake up prettier tomorrow. Cosmedicake, the beauty prescription make-up. (In Chicago sun-times, Jan. 8, 1963, p.33) © 8Jan63; KK171602.

- KAY-VEN CO.**
Here's news about the newest super-market continuity game in the world, Destination Money. Appl. author: Zal Venet. © Kay-Ven Associates, Inc. d.b.a. Kay-Ven Co.; 20Nov62; KK170732.
- KEARNEY & TRECKER CORP. ©**
Use your 7% tax credit now; buy modernization ... cash flo machine tool purchase plan. (In Business week, Dec. 8, 1962, p.8) © 8Dec62; KK171856.
- KELLOGG CO. ©**
And you can do it all with the king of crumbs. Corn flake crumbs. (In Better homes & gardens, June 1963, p.98) Appl. author: Leo Burnett Co., Inc. © 21May63; KK173639.
Anyone can see, they're bite-size treats. New Gro-Pup-T-Bone snacks fit any dog's mouth. (In Suburbia today, Apr. 1963, p.21) Appl. author: Leo Burnett Co., Inc. © 4Apr63; KK172865.
The best to you each morning; corn flakes. Bananas. (In Ebony, May 1963, p.145) Appl. author: Leo Burnett Co., Inc. © 16Apr63; KK172864.
The best to you each morning; corn flakes. Girl with curl. (In Life, Mar. 15, 1963, p.95) Appl. author: Leo Burnett Co., Inc. © 13Mar63; KK172868.
The best to you each morning. Corn flakes. [Spoon in bowl of strawberries & cereal] (In Ebony, Mar. 1963, p.121) Appl. author: Leo Burnett Co., Inc. © 14Feb63; KK174161.
Blessings on thee, little man, bare-foot boy with cheeks full of Kellogg's corn flakes. (In Life, Apr. 19, 1963, p.8) Appl. author: Leo Burnett Co., Inc. © 17Apr63; KK174159.
Bran, how it helps your system regulate itself. [Two spoons, each holding a different variety of Bran] (In Reader's digest, Apr. 1963, p.194) Appl. author: Leo Burnett Co., Inc. © 25Mar63; KK172863.
Chocolate-crisp drop cookies ... made with Kellogg's All-Bran or Bran Buds and Nestle's semi-sweet chocolate morsels. (In Ladies home journal, Nov. 1962, p.24) Appl. author: Leo Burnett Co., Inc. © 23Oct62; KK171209.
Don't be corn-fused, when you get corn flakes. (In The Cincinnati post & times star, Sept. 18, 1962, p.21) Appl. author: Leo Burnett Co., Inc. © 18Sep62; KK171421.
Entertaining idea. Crispy snack with a teasing gourmet flavor, OKs party treat. (In Goodhousekeeping, Dec. 1962, p.38) Appl. author: Leo Burnett Co., Inc. © 20Nov62; KK171207.
Free milk money from Kellogg's; Rice Krispies. Milk 'n cereal. (In Life, May 31, 1963, p.2 of cover) Appl. author: Leo Burnett Co., Inc. © 29May63; KK174158.
Great way to sweeten up the day, Kellogg's sugar frosted flakes. [Boy with father at table looking at report card] (In Sunset magazine, Feb. 1963, p.131) Appl. author: Leo Burnett Co., Inc. © 25Jan63; KK171422.
Gr-r-reat way to sweeten up the day. Sugar frosted flakes. [Tony the tiger on ladder outside window] (In Life, Apr. 26, 1963, p.21) Appl. author: Leo Burnett Co., Inc. © 24Apr63; KK173633.
- Gr-r-reat way to sweeten up the day. Today is Friday 13. Sugar Frosted flakes. (In Ebony, Apr. 1963, p.23) Appl. author: Leo Burnett Co., Inc. © 19May63; KK174160.
Little boy blue come blow your horn. Corn flakes. (In Life, Mar. 1, 1963, p.2 of cover) Appl. author: Leo Burnett Co., Inc. © 27Feb63; KK173630.
The little gold box. How it helps you balance your diet every day without a single chart; Concentrate. (In Life, Mar. 22, 1963, p.40) Appl. author: Leo Burnett Co., Inc. © 20Mar63; KK172867.
The low-fat, protein breakfast that fits so many modern diets. Special K high protein cereal. Man on train. (In Life, Mar. 29, 1963, p.18) Appl. author: Leo Burnett Co., Inc. © 27Mar63; KK173636.
Make perfect old-fashioned dressing, quick and easy, with Herb-Seasoned Bread Croutons. (In Cleveland press, Nov. 5, 1962, p.D-12) Appl. author: Leo Burnett Co., Inc. © 5Nov62; KK171210.
Oh somewhere in this favored land the sun is shining bright. Corn flakes. [Mighty Casey seated at table holding up empty cereal box] (In Life, Apr. 5, 1963, p.20) Appl. author: Leo Burnett Co., Inc. © 3Apr63; KK173635.
Real California raisins and crisp sunny flakes. Raisin bran. [Bowl of cereal & box with grapes in background] (In Progressive farmer, May 1963, p.78) Appl. author: Leo Burnett Co., Inc. © 15Apr63; KK173638.
Remarkable new toasted dog food; Gro-Pup Bar-B-Chew with the secret scent that smells as good as hamburger. (In Life, Dec. 7, 1962, p.23) Appl. author: Leo Burnett Co., Inc. © 5Dec62; KK171208.
Remarkable new toasted dog food; Gro-Pup Bar-B-Chew with the secret scent that smells as good as hamburger. (In Suburbia today, Feb. 1963, p.12) Appl. author: Leo Burnett Co., Inc. © 7Feb63; KK171423.
Select 10 fresh individual servings of 8 favorites. Strawberries. (In Life, May 3, 1963, p.10) Appl. author: Leo Burnett Co., Inc. © 1May63; KK173632.
The Special K breakfast that fits so many modern diets. Mother & baby. (In Life, May 10, 1963, p.7) Appl. author: Leo Burnett Co., Inc. © 8May63; KK173631.
There's a new dog food with a secret scent that calls your dog to dinner. Gro-Pup Bar-B-Chew. (In Suburbia today, Mar. 1963, p.19) Appl. author: Leo Burnett Co., Inc. © 7Mar63; KK172866.
Today's way to get the honored goodness of rice. Rice Krispies. [Bowl of cereal topped with strawberries] (In Life, Apr. 12, 1963, p.86) Appl. author: Leo Burnett Co., Inc. © 10Apr63; KK173634.
Under the spreading chestnut tree. [Blacksmith seated on tree stump pouring milk over bowl of cereal] (In Life, May 17, 1963, p.113) Appl. author: Leo Burnett Co., Inc. © 15May63; KK173637.
- KENNER PRODUCTS CO. ©**
Battery motor play drill with work and play bench and 7 play tools. No.525 Box top. © 7May63; KK173648.
Battery motor play drill, with work and play bench and 7 tools. No.525. Platform. © 7May63 (in notice: 1962); KK173647.
- Battery operated Give-A-Show projectors. Catalog sheet. © 28Jul62; KK171394.
Huckleberry Hound Doozies, with Yogi Bear and Quick Draw McGraw. This set of Doozies contains 33 stacking blocks. © 14Oct61; KK170829.
Look, now you can color me and my friends and make us sparkle, too. Rocky & Bullwinkle Presto-Sparkle painting set, no.271. Catalog sheet. © 28Jul62; KK171393.
Popeye Doozies, with Olive Oyl and Brutus. Catalog sheet. © 28Jul62; KK171395.
Popeye Doozies, with Olive Oyl and Brutus. No.330. This set of Doozies contains 33 stacking blocks. © 14Oct61; KK171353.
- KEPWEL SPRING WATER CO.**
Purity for your health. See PURITY SALES CO.
- KIEKHAEFER CORP. ©**
After 30 years with other brands, Chicago's Maypole Boats & Motors switches to Mercury. (In The Boating industry, Sept. 1962, p.145) Appl. author: Terry Rees. © 1Sep62; KK170922.
Another switch to Mercury. After 37 years with other brands Ohio's largest outboard dealer switches to Mercury. (In The Boating industry, Apr. 1963, p.140-141) Appl. author: Terry Rees. © 1Apr63; KK173167.
Demolition expert. Mercury. (In The Saturday evening post, Mar. 23, 1963, p.55) Appl. author: Terry Rees. © 23Mar63; KK172523.
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- The aluminum siding that practically pays for itself. © 1Dec62; KK172982.
- Double 4, baked enamel aluminum siding for that beautiful, traditional look. © 1Dec62; KK172989.
- New, insulated aluminum siding combines structural strength with surface beauty. © 1Dec62; KK172981.
- Super rigidized aluminum siding. © 1Dec62; KK172990.
- LIGGETT & MYERS TOBACCO CO. ©
- Come to the Oasis, the only filter cigarette that's Oasis cool, Oasis mild, Oasis fresh. (In The Saturday evening post, Mar. 18 1961, p.16) Appl. author: McCann-Erickson, Inc. © 14Mar61; KK172531.
- L & M \$169,000 sweepstakes. (In Look, Feb. 14, 1961, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 31Jan61; KK172149.
- Satisfy yourself, get a new kind of mildness, air-softened mildness for a richer fuller taste. Chesterfield King. (In Life, Feb. 3, 1961, p.94-95) Appl. author: McCann-Erickson, Inc. © 1Feb61; KK172330.
- This one's the satisfier. Chesterfield king cigarettes. [Couple in car] (In The Saturday evening post, Apr. 29, 1961, p.3 of cover) Appl. author: McCann-Erickson, Inc. © 25Apr61; KK172735.
- This one's the satisfier. Chesterfield king cigarettes. [Head of man & head of woman wearing sun shade] (In Life, Apr. 21, 1963, p.126-127) Appl. author: McCann-Erickson, Inc. © 19Apr61; KK172736.
- LINCO PRODUCTS CORP. ©
- Cleans as it whitens, removes stains; Linco bleach. Contents one gallon. Appl. author: Lawrence F. Crowley. © 29Jan63; KK171926.
- LINCOLN METAL PRODUCTS CORP. ©
- Is there a kitchen in the house. BeautyWare. (In Good housekeeping, Oct. 1960, p.228) © 19Sep60; KK171010.
- LINCOLN NATIONAL LIFE INSURANCE CO. ©
- Commemorating 100th anniversary Gettysburg. Illus.: Lincoln at Gettysburg, by C. C. Beall. (In The Saturday evening post, Feb. 9, 1963, p.1) Appl. author: Maxon, Inc. © 9Feb63; KK171407.

- LINCOLN TEXTILE PRODUCTS CO., INC.** ©
New, amazingly different Just Rite
2 piece slip cover. Designed to fit
all sizes of furniture. © 27Mar63;
KK172869.
- LINDY HYDROTHERMAL PRODUCTS, INC.**
Marine engine coolers. (Brochure D-2)
© Lindy Hydrothermal Products, Inc.
(in notice: Lindy Hydrothermal
Products Co., Inc.); 28Dec62;
KK171377.
- LIPTON (THOMAS J.) INC.** ©
Golden Ladle grated cheese, a choice
blend of grated parmesan & romano.
Net weight 2/3 oz. © 21Dec62;
KK170937.
- Golden Ladle spaghetti dinner with
mild American style sauce mix.
Net wt. 10 1/3 oz. © 21Dec62;
KK170939.
- Golden Ladle spaghetti sauce, mild
American style. Net wt. 1 2/3 oz.
© 21Dec62; KK170938.
- Golden Ladle spaghetti sauce mix with
meat. Net weight 2 4/5 oz.
© 5Dec62; KK170936.
- Golden Ladle spaghetti sauce mix with
meat. Net wt. 2 4/5 ozs.
© 5Dec62; KK170940.
- Golden Ladle thin spaghetti no.9,
spaghettoni. Net weight 8 oz.
© 21Dec62; KK170935.
- LIQUOR CO. OF AMERICA.**
Blended Scotch whisky. Distilled &
blended in Scotland, 100% Scotch
whiskies. Burlap design. © Liquor
Co. of America, div. of Imported
Brands, Inc.; 30Mar62; KK172306.
- Blended Scotch whisky. Distilled &
blended in Scotland, 100% Scotch
whiskies. Coronet Design. © Liquor
Co. of America, div. of Imported
Brands, Inc.; 8Mar62; KK172307.
- Canadian whisky, a blend. Distilled,
aged & blended under supervision of
the Canadian government. Lions
rampant crest. © Liquor Co. of
America, div. of Imported Brands,
Inc.; 27Aug62; KK172308.
- Canadian whisky, a blend. Maple
leaf design. © Liquor Co. of
America, div. of Imported Brands,
Inc.; 27Aug62; KK172309.
- 100% Canadian whiskies. © Liquor Co.
of America, a division of Imported
Brands, Inc.; 27Aug62; KK171002.
- 100% Scotch whiskies, blended and
bottled in Scotland. © Liquor Co.
of America, a Div. of Imported
Brands, Inc.; 30Mar62; KK171003.
- Product of Scotland, distilled &
blended in Scotland; blended Scotch
whisky. Plaid & red seal design.
© Liquor Co. of America, div. of
Imported Brands, Inc.; 8Mar62;
KK172311.
- Product of Scotland, 100% Scotch
whiskies. Blended & bottled in
Scotland; blended Scotch whisky.
Coat of arms design. © Liquor Co.
of America, div. of Imported Brands,
Inc.; 8Mar62; KK172310.
- Product of Scotland, 100% Scotch
whiskies. Blended Scotch whisky.
© Liquor Co. of America, a division
of Imported Brands, Inc.; 8Mar62;
KK171001.
- LODET, --**
Viewpoints. See STITZINGER LUMBER
CO.
- LOFT CANDY CORP.** ©
Ultimettes. Net weight 1-pound.
© 31Aug62; KK170929.
- LOGLIFE FISH FOOD PRODUCTS CO.**
Color Brite liquid color food, adds
dramatic beauty & color to your
fish. © Longlife Fish Food Prod.
Co., division of Sternco Industries,
Inc.; 15Apr63; KK174242.
- Crystal Frost, white crystal lacquer;
beautify your aquarium. © Long-
Life Fish Food Products Co., divi-
sion of Sternco Industries, Inc.;
16Dec62; KK171172.
- Longlife Color Brite liquid color
food. Contents 1 fl. oz.
© Long Life Fish Food Products
Co., division of Sternco Industries,
Inc.; 15Apr63; KK173696.
- LORILLARD (P.) CO.** ©
All over America more scientists and
educators smoke Kent with the micro-
nite filter than any other cigarette.
(In Ebony, Oct. 1960, p.3)
© 20Sep60; KK171927.
- Kent satisfies your appetite for a
real good smoke. [Head & shoulders
of girl in evening dress] (In Ebony
magazine, July, 1960, p.5)
© 20Jun60; KK171211.
- Refreshes while you smoke. Only
Newport gives you the soothing cool-
ness of menthol plus a refreshing
hint of mint. (In Life, Sept. 22,
1961, p.4 of cover) © 22Sep61;
KK173113.
- LOWE (JOE) CORP.** ©
Almost as cool as Popsicle. Appl.
author: Arnold M. Storfer.
© 6Feb63; KK172943.
- Almost as cool as Popsicle; save
coupons on bags for valuable prizes.
3Pl. Appl. author: Arnold M.
Storfer. © 6Feb63; KK172173.
- Cherry Nut ice cream bar. 4 pak.
Appl. author: Arnold M. Storfer.
© 4Jan63; KK171828.
- Delicious anywhere, anytime.
Appl. author: Arnold M. Storfer.
© 19Mar63; KK172945.
- Fairmont Cheerio, 6 ice cream bars.
See QUALITY PARK BOX CO.
- The family fun treat. Appl. author:
Arnold M. Storfer. © 19Mar63;
KK172948.
- Lemon and raspberry Sherbo-Split.
3SHS3. Appl. author: Arnold M.
Storfer. © 1May63; KK174036.
- More fun than a circus. Appl. au-
thor: Arnold M. Storfer. © 19Mar63;
KK172947.
- Orange and lemon Sherbo-Split.
Appl. author: Arnold M. Storfer.
© 8Mar63; KK172946.
- Popsicle, 6 twin treats. See
QUALITY PARK BOX CO.
- Sherbo-Split lemon and raspberry fruit
sherbet bar. 3SHS4. 4 pak. Appl.
author: Arnold M. Storfer.
© 1May63; KK174037.
- Slow down and play it safe with
Popsicle. Appl. author: Arnold M.
Storfer. © 2Apr63; KK172944.
- Strawberry shortcake Dazzle, ice
cream 'n cake on-a-stick. Appl.
author: Arnold M. Storfer.
© 11Mar63; KK172942.
- Try delicious Cherry Nut ice cream
bar. Appl. author: Arnold M.
Storfer. © 4Jan63; KK171827.
- LOWENTHAL, WILLIAM.** See AMICO IMPORT.
- LOWMAN, JOSEPHINE.** ©
Bip charm chart. © 13Jan63; KK171215.
- LUGGAGE DIVISION, SHWAYDER BROS., INC.**
See SHWAYDER BROS., INC. LUGGAGE
DIVISION.
- LUXOR LIGHTING PRODUCTS, INC.** ©
More light for your money, new Luxor
four star fluorescents. L-631-144.
© 1Feb63; KK171896.
- New high intensity, select-a-beam,
fully enclosed, Arc-Escent luminaire
that burns in any position in all
weather conditions. © 25Jan63;
KK171094.

M

- MACAFEE & EDWARDS.** ©
Now you don't have to take chances.
Mexican insurance credit card.
© 7Jun63; KK173942.
- Seguros Tepeyac S.A. Don't cross
the border ... Mexican insurance
credit card. © 7Jun63; KK173941.
- MCCORMICK ADVERTISING.** ©
Play game of tic-tac-dough. Appl.
author: Robert E. McCormick.
© 26Apr63; KK173250.
- MCCOY, CECIL A.** ©
Velvet smooth after-shave lotion.
Contents four ounces. © 25Feb63;
KK172302.
- MCCRORY CORP.** ©
Dutch Inn peanut butter Smoothies.
Net wt. 12 5/8 oz. © 10Dec62;
KK171351.
- Prestige knitting worsted; McCrory's
super value. Permanently moth-
proofed. 4 oz. © 27Dec62; KK172559.
- Prestige, 100% Orlon Sayelle; the
look, the touch, the luxury of wool.
4 oz. © 27Dec62; KK172558.
- MCELFRESH CHORALE, INC.** ©
The church militant. CV 1045.
© 19Jan63; KK171105.
- MCEWEN BAIT CO.** ©
Strike-King catches king size bass.
Appl. author: Betty McEwen.
© 10Sep62; KK172803.
- MCGILVER, R. W.**
Intermediary metabolism. See
SALLACH, H. J.
- MCGOWN (PEARL K.) INC.** ©
Dear HookKraftsman.
© 15Oct62; KK170763.
© 15Nov62; KK170764.
© 15Jan63; KK171832.
© 15Feb63; KK172802.
© 15Mar63; KK172801.
© 15Apr63; KK173443.
© 15May63; KK173538.
- MCILHENNY CO.** ©
Around the world. A restaurant is
known by the condiments it keeps.
Tabasco. Rahm Schnitzel mit Kapern.
(In Restaurant management, Mar. 1963,
p.11) Appl. author: Knox Reeves-
Fitzgerald Advertising. © 1Mar63;
KK173704.
- The art of seasoning eggs. (In Sunset,
Mar. 1963, p.217) Appl. author:
Knox Reeves-Fitzgerald Advertising.
© 25Feb63; KK173792.
- The art of seasoning eggs. Tabasco,
(In McCall's, Mar. 1963, p.185)
Appl. author: Knox Reeves-Fitzgerald
Advertising. © 21Feb63; KK173707.
- The art of seasoning salads. (In
Sunset, June 1963, p.187) Appl.
author: Knox Reeves-Fitzgerald
Advertising. © 25May63; KK173791.
- The art of seasoning salads.
Tabasco. (In McCall's, June
1963, p.18) Appl. author: Knox
Reeves-Fitzgerald Advertising.
© 21May63; KK173706.
- Eloquent spokesman for you on your
tables, in your cuisine. Curried
chicken and rice. Tabasco brand
pepper sauce. (In Restaurant
management, Jan. 1963, p.75) Appl.
author: Knox Reeves-Fitzgerald Ad-
vertising. © 1Jan63; KK173888.

- MCILHENNY CO.,-Con.
Guidepost to the better restaurant, the condiment on the table, the seasoning in the dish. Tabasco. Shrimp papette. (In Restaurant management, May 1963, p.15) Appl. author: Knox Reeves-Fitzgerald Advertising. © 1May63; KK173703.
- Tabasco brand pepper sauce. © 7Jun63; KK174298.
- Three ways to win a man's heart through seasoning. Tabasco brand pepper sauce. (In Seventeen, Feb. 1963, p.144) Appl. author: Knox Reeves-Fitzgerald Advertising. © 1Feb63; KK173980.
- MCKESSON & ROBBINS, INC. ©
After you Col. Chapin. Everyone's after the world's best bourbon, Mr. Gore. Chapin & Gore old reserve straight bourbon whiskey. (In Chicago sun-times, Apr. 18, 1963, p.74) © 18Apr63; KK173726.
- Back at last, Ohio's old favorite. Muirhead's Scotch. (In Cincinnati post, Feb. 5, 1963, p.7) © 5Feb63; KK172480.
- Before you say martini, say Lamplighter. Bottle & glass. (In The New Yorker, May 18, 1963, p.100) © 16May63; KK173729.
- Fond of things Italiano? Try a sip of Galliano. (In Newsweek, Apr. 22, 1963, p.57) © 22Apr63; KK173725.
- Join 6 generations of kings in a light, bright aperitif, PunteMes. (In The New Yorker, Mar. 9, 1963, p.173) © 7Mar63; KK172483.
- Lamplighter Gin gives your martinis a new glow. Cocktail shaker. (In The New Yorker, Apr. 27, 1963, p.164) © 25Apr63; KK173728.
- Martini time is Lamplighter time. (In The New Yorker, Mar. 16, 1963, p.102) © 14Mar63; KK172482.
- Quality at a sensible price. Muirhead's Scotch. (In The Detroit news, Feb. 5, 1963, p.6A) © 5Feb63; KK172481.
- What are you doing down there, Col. Chapin? I'm off for another bottle of the world's best bourbon, Mr. Gore. Chapin & Gore old reserve straight bourbon whiskey. (In Chicago sun-times, Apr. 25, 1963, p.82) © 25Apr63; KK173727.
- MCQUAY-NORRIS MANUFACTURING CO. ©
Safe-T-Gard chassis parts, engineered for replacement use; the Blue Box line. © 2Jan63 (in notice: 1962); KK171874.
- MAGLA PRODUCTS. ©
Fresh, household sponge loaf in delicious pastel colors. 14 handy-size slices. Appl. author: Irving Hanopole. © 17Dec62; KK173009.
- MAICO ELECTRONICS, INC. ©
For the special training of hard of hearing students Maico TrainEar. Model MT-4. © 15May63; KK173768.
- Inside story. Maico presents a new standard of hearing aid excellence in the Monitor behind the ear hearing aid. © 30Jan63; KK171420.
- Is background noise affecting the accuracy of your hearing test program? © 15May63; KK173767.
- A lifetime of better living with your Maico Consul on the ear hearing aid. 15 p. © 15May63; KK173765.
- Maico presents the new Consul ear-level hearing convenience. © 15May63; KK173764.
- New compact convenience for the severely deafened. Maico Windsor. © 15May63; KK173769.
- New Maico Mayfair hearing glasses; design merit award. © 15May63; KK173766.
- No two are alike; a message of vital importance to every person who has difficulty hearing. © 15May63; KK173763.
- MAIDENFORM, INC. ©
I dreamed I swayed the jury in my Maidenform bra. (In Seventeen, June 1963, p.25) Appl. author: Norman, Craig & Kummel, Inc. © 28May63; KK173515.
- I dreamed I was the center of attraction in my Maidenform bra. Undertone accents your natural curves. (In Seventeen, May 1963, p.15) Appl. author: Norman, Craig & Kummel, Inc. © 30Apr63; KK172888.
- Who is the dream in the Maidenform swimsuit? Ann-Margaret. (In Seventeen, May 1963, p.9 & 60) Appl. author: Norman, Craig & Kummel, Inc. © 30Apr63; KK173445.
- MAIL ORDER METHODS.
Your name & address imprinted here. Appl. author: John J. Leslie, Jr. © Mail Order Methods, division of Leslie Creations, Inc.; 1Feb63; KK172312.
- MALCUS TOOLS CORP. ©
Roll-o-form. Appl. author: Frank R. Bivrell. © 10Apr63; KK173088.
- MALLINCKRODT, GEORGE. ©
New fun for all ages, Go-Go Balls; it's really fun, try these simple tricks. © 24Jan63; KK171474.
- MAL-VAN ASSOCIATES. ©
The original return Yo-Yo plane. © 25Mar63; KK173027.
- MAMMEL, ALLEN DEAN. See ADM CO.
- MANCO WATCH STRAP CO., INC. ©
Topps nylon expansion watchband, featuring set 'n lock, no hole buckle. Item no.1440. © 26Apr63; KK173662.
- MANHEIM MANUFACTURING & BELTING CO. ©
New super Veelos delivers up to 50% more horsepower. Appl. author: Foltz-Wessinger, Inc. © 11Jun63; KK173919.
- MANY, BLANC & CO. ©
You profit more with the quality line; DuBouchett cordials. (In Beverage media, Feb. 1963, p.88) Appl. author: Norman, Craig & Kummel, Inc. © 1Feb63; KK171591.
- MARADEL PRODUCTS, INC. ©
Do you know why Tiz concentrate outsells all other creme-and-color rinses? (In American hairdresser, June 1963, p.16) Appl. author: Kastor Hilton Chesley Clifford & Atherton, Inc. © 27May63; KK174185.
- MARATHON.
Arden chocolate chip ice cream. One half gallon. © Marathon, division of American Can Co.; 15Dec61; KK173961.
- Arden orange sherbet. One half gallon. © Marathon, division of American Can Co.; 15Aug61; KK173989.
- Arden peach nut ice cream. One half gallon. © Marathon, division of American Can Co.; 15Dec62; KK173962.
- Bowman ice cream; peppermint stick. One half gallon. © Marathon, division of American Can Co.; 15Feb62; KK173957.
- Bridgeman butterscotch revel ice cream. One half gal. liq. © Marathon, division of American Can Co.; 15Feb62; KK173991.
- Bridgeman ice cream; chocolate bon bon. One half gal. liq. © Marathon, division of American Can Co.; 15Feb62; KK173990.
- Fairmont French vanilla ice cream. One half gallon liquid. © Marathon, division of American Can Co.; 1Jun61; KK173992.
- Flav-o-rite chocolate ice cream. One half gallon. © Marathon, division of American Can Co.; 1Jun61; KK173987.
- Flav-o-rite ice cream. One half gallon. © Marathon, division of American Can Co.; 1Jun61; KK173994.
- Flav-o-rite ice milk. One half gallon. © Marathon, division of American Can Co.; 1Jun61; KK173996.
- Flav-o-rite neapolitan ice cream. One half gallon. © Marathon, division of American Can Co.; 1Jun61; KK173988.
- Flav-o-rite vanilla ice cream. One half gallon. © Marathon, division of American Can Co.; 1Jun61; KK173986.
- Flav-o-rite vanilla ice milk. One half gallon. © Marathon, division of American Can Co.; 1Jun61; KK173995.
- Holland Hall ice cream, van-choc-straw. One half gallon liquid. © Marathon, division of American Can Co.; 1Jan59; KK171070.
- Holland Hall ice cream, vanilla. One half gallon liquid. © Marathon, division of American Can Co.; 1Jan59; KK171071.
- Holland Hall ice cream, vanilla & chocolate. One half gallon liquid. © Marathon, division of American Can Co.; 1Jan59; KK171073.
- Holland Hall ice cream, vanilla fudge. One half gallon liquid. © Marathon, division of American Can Co.; 1Jan59; KK171072.
- Home ice cream; coffee. One half gallon liquid. © Marathon, division of American Can Co.; 15Aug62; KK173959.
- Kinnett's vanilla fudge ice cream. One half gallon liquid. © Marathon, division of American Can Co.; 15Aug62; KK173960.
- Midwest cherry nut ice cream. Half gallon liquid. © Marathon, division of American Can Co.; 15Feb62; KK173958.
- Table King ice cream. One half gallon liquid. © Marathon, division of American Can Co.; 1Nov62; KK173985.
- Table King neapolitan ice cream. One half gallon liquid. © Marathon, division of American Can Co.; 1Nov62; KK173984.
- Table King vanilla ice cream. One half gallon liquid. © Marathon, a division of American Can Co.; 1Nov62; KK173993.
- Velda chocolate ice cream. One half gallon liquid. © Marathon, division of American Can Co.; 1Jun62; KK173998.
- Velda neapolitan ice cream. One half gallon liquid. © Marathon, division of American Can Co.; 1Jun62; KK173963.
- Velda strawberry ice cream. One half gallon liquid. © Marathon, division of American Can Co.; 1Jun62; KK173964.
- Velda vanilla ice cream. One half gallon liquid. © Marathon, division of American Can Co.; 1Jun62; KK173997.
- Weingarten's sweet cream brand ice cream; butter pecan crisp. Half gal. liq. © Marathon, division of American Can Co.; 15Aug62; KK173965.

- White Dairy honey dew ice cream.
One half gallon liq. © Marathon,
division of American Can Co.;
15Feb62; KK173956.
- MARK LABORATORIES, INC. ©
Mark 4 Diaper-sol Mist. Contents
7 ounces av. Appl. author:
Mark S. James, Jr. © 4Nov62;
KK171871.
- MARLENN PRODUCTS CO., INC. ©
Spaceman air freshener, heavenly
scents. Appl. author: Leonard A.
Irving. © 18Jan63; KK172089.
- MARTERTO ENTERPRISES, INC. ©
Angela Cartwright super slate fun;
draw, then lift films. No.8829.
Authorized ed. Appl. author: The
Saalfeld Pub. Co. © 30Nov62;
KK171787.
- MATHCO SERVICE. ©
Instructions for Freshen typewriter
ribbon renewer. © 10Dec61; KK171502.
- MAUPINTOUR ASSOCIATES. ©
South Pacific Odyssey cruise.
© 1Mar63; KK173609.
- MAY, MAXWELL. ©
Let's rest, eat, drink and be merry,
royal comfort motels. © 1Apr63;
KK173570.
- MAYSTEEL PRODUCTS, INC.
Gleason all steel reels and Powertrak
for electric cable and cord, air and
fluid hose. Appl. author: Morrison-
Seymour, Inc. © Gleason Reel Corp.,
division of Maysteel Products, Inc.;
11Sep62; KK171137.
- MEDICATED PRODUCTS CO. See DONALD,
BRUCE & CO.
- MELITTA-WERKE BENTZ & SOHN. ©
Melitta 102; filter bags for coffee
quickfilter 102 and tea filter 402.
© 31Dec61; KK171007.
- MELLON NATIONAL BANK & TRUST CO.,
PITTSBURGH.
The shining star still guides us.
(In Pittsburgh post-gazette,
Dec. 24, 1962, p.5) © Mellon
National Bank & Trust Co. (in
notice: Mellon Bank); 24Dec62;
KK170765.
- MELROSE DIST. CO. ©
Melrose Diamond 12, rare old whiskey.
12 year old whiskey blended with
grain neutral spirits. (In Long
Island press, Jan. 29, 1963, p.4)
Appl. author: Mogul, Williams &
Saylor, Inc. © 29Jan63; KK171675.
- MELROSE DISTILLERS CO. ©
Best buy since repeal. Up in age, 12
year old whisky blended with grain
neutral spirits. Melrose rare dia-
mond 12. (In The Florida times-
union, Jacksonville, Mar. 18, 1963,
p.3) Appl. author: Mogul Williams
& Saylor, Inc. © 18Mar63; KK173680.
- Sell the line that's rich with time.
Old Charter 7 & 10 years old,
Cascade 10 year old, J. W. Dant's
10 year old. (In Beverage industry
news, California yearbook, 1963 ed.,
Feb. 1963, p.23) Appl. author:
Otto Kleppner. © 1Feb63; KK172596.
- MELVILLE SHOE CORP. ©
Thom Thom Thom McAn. © 27Mar63;
KK172619.
- MENDLE BOX WRAP & LABEL CORP. ©
Marvius fine nylons. Appl. author:
Burton Fischer. © 15Jun61;
KK171987.
- MENSE, INC. ©
Minnie pants, instructions for wear-
ing. © 17May63; KK173595.
- MERCURY FLOOR MACHINES, INC. ©
Hercules. Appl. author: Godfrey
Cohen. © 12Apr63; KK172777.
Mercury walk-a-long vacuum squeegee;
model V-80-202 (32") Appl. author:
Godfrey Cohen. © 1Dec62; KK170890.
- MEREGALLI, ADRIANO.
Babar and his friends. See RANDOM
HOUSE ENTERPRISES, INC.
- MERIT PRODUCTS CO. ©
Automatic transmission parts by Merit.
(In Motor west, Jan. 1963, p.38)
© 3Jan63; KK171950.
- MERL CO.
Medicated foot bath for relief of
athlete's foot, corns & calluses.
Net contents 8 ozs. © David Merl
d.b.a. The Merl Co.; 3Jul62;
KK173735.
- MERRIAM (G. & C.) CO. ©
In school, in life, nothing succeeds
like success with words; only the
new Merriam-Webster Unabridged puts
you and your family in command of
today's English. (In Time, Feb. 8,
1963, p.55) © 5Feb63; KK171526.
Merriam-Webster announces the first
completely new college desk dictio-
nary in ten years. (In Catholic
school journal, Apr. 1963, p.122)
© 1Apr63; KK173121.
New, just in time to give for gradua-
tion; the first completely new
college desk dictionary in ten years.
(In Saturday review, May 11, 1963,
p.13) © 8May63; KK173507.
- MERRI-BELL PRODUCTS.
Make-it-yourself button bracelet,
knot or crochet. Kit contains
approx. 24 unusual buttons.
© Elizabeth M. Caldwell d.b.a.
Merri-Bell Products; 17Jun59;
KK172140.
- MERRY MANUFACTURING CO. ©
Mister Merry's lookin' good 'lectric
shave. Stock no.1121:100.
© 20Feb63 (in notice: 1962);
KK171999.
Mister Merry's really neat; play
toilettries just like dad's.
Stock no.1120:100. © 20Feb63
(in notice: 1962); KK172002.
My Merry playthings for your dolly's
bathroom. Stock no.3302:59.
© 1Jan63; KK171064.
My Merry playthings for your dolly's
den. Stock no.3306:59. © 1Jan63;
KK171065.
My Merry playthings for your dolly's
dining room. Stock no.3305:59.
© 1Jan63; KK171066.
My Merry playthings for your dolly's
dressing room. Stock no.3307:100.
© 20Feb63 (in notice: 1962);
KK172001.
My Merry playthings for your dolly's
kitchen. Stock no.3303:59.
© 1Jan63; KK171067.
My Merry playthings for your dolly's
nursery. Stock no.3301:59.
© 1Jan63; KK171068.
My Merry playthings for your dolly's
pantry. Stock no.3308:100.
© 20Feb63 (in notice: 1962);
KK172000.
My Merry playthings for your dolly's
party room. Stock no.3304:59.
© 1Jan63; KK171069.
- METAL BELLOWS CORP. ©
Econalign couplings; technical bulle-
tin price schedules. Appl. author:
Spencer-Claire Associates, Inc.
© 18Mar63; KK172320.
- Shaftalign couplings; technical
bulletin price schedules. Appl.
author: Spencer-Claire Associates,
Inc. © 18Mar63; KK172319.
- METRO-GOLDWYN-MAYER, INC. ©
Jr. jigsaw puzzle; National Velvet.
No.46611:59. 70 pieces. (Series
no.301) © 15Mar62; KK171370.
- METROPOLITAN UTILITIES DISTRICT. ©
You'll see the day when natural gas
can run everything in your home.
(In Nebraska World-herald, Omaha,
May 26, 1963, section K, gas indus-
try section, p.7) © 26May63;
KK173656.
- MEYER (N. S.) INC. ©
Quality specifications. Armed Forces
equipment. © 1Mar63; KK173796.
- MEYERS (A. C.) & CO., INC. ©
Judy Gay stretchable head band, fits
all hair styles. © 23May63;
KK173593.
- MICHELSON, JOHN. See ADVANC ENTER-
PRISES.
- MICHIGAN CHEMICAL CORP. ©
Check these excellent nuclear proper-
ties of rare earths. (In Chemical
& engineering news, Feb. 18, 1963,
p.162) Appl. author: Aves Adver-
tising, Inc. © 18Feb63; KK172627.
Hey Mac, step on it. Bromine service
that's fast as a shout. (In Chemical
week, Feb. 9, 1963, p.1) Appl.
author: Aves Advertising, Inc.
© 9Feb63; KK171895.
If your production efficiency has
been going like this, instead of
like this, it may be your interme-
diates. (In Chemical week, Apr. 6,
1963, p.1) Appl. author: Aves
Advertising, Inc. © 6Apr63;
KK173271.
Instructions for handling anhydrous
hydrogen bromide cylinders & valves.
NM: additional warning instructions.
© 18Sep62; KK171684.
Pestmaster methyl bromide. Without
a doubt one of the most effective,
most economical, easiest to use
fumigants on the market. (In The
Grain & feed review, Apr. 1963,
p.21) Appl. author: Aves Adver-
tising, Inc. © Michigan Chemical
Corp.; 1Apr63; KK173270.
Profit more on every job with Pest-
master methyl bromide. (In Pest
control, Feb. 1963, p.46) Appl.
author: Aves Advertising, Inc.
© 5Feb63; KK171894.
Season with yttrium for markedly im-
proved physical properties. (In
Journal of metals, Feb. 1963, p.123)
Appl. author: Aves Advertising, Inc.
© 1Feb63; KK172160.
Season with Yttrium for markedly
improved physical properties.
(In Journal of metals, Feb. 1963,
p.124) Appl. author: Aves Adver-
tising, Inc. © 1Feb63; KK173611.
You write the specs, we'll make the
MgO to match. (In Chemical & en-
gineering news, Mar. 11, 1963, p.67)
Appl. author: Aves Advertising, Inc.
© 11Mar63; KK172628.
- MICHIGAN WHEEL CO. ©
Michigan cupped propellers for stock
outboards. Appl. author: Irving E.
White. © 28Sep62; KK171781.
- MICKELBERG, SAMUEL. See AMICO IMPORT.
- MID-CO.
If it's processed by Mid-Co. you know
it's better. Appl. author: Charles
Knorr, Jr. © Mid-Co. a.a.d.o.
Mid-Co. Photo Service, Inc.; 15Dec62;
KK171391.

- MILHAM PRODUCTS CO., INC. ©
Lined drape with canopy valance.
Style no. 3814. © Milham Products
Co., Inc. d.b.a. Milham Marquee
Creations; 16Nov62; KK171059.
- MILLER BREWING CO. ©
Brother, it's cold inside. Miller
High Life. Giant can. (In The
Hartford times, May 28, 1962, p.28)
Appl. author: C. A. Mathisson.
© 28May63; KK173896.
- Enjoy life with Miller High Life.
Bottle, glass & food. (In TV
guide, Jan. 19-25, 1963, p.2)
Appl. author: C. A. Mathisson.
© 15Jan63; KK170948.
- Enjoy life with Miller High Life.
Party scene. (In Ebony, Mar. 1963,
p.125) Appl. author: C. A. Mathis-
son. © 12Feb63; KK171644.
- Enjoy life with Miller High Life.
[Party scene by fireside] (In The
New Yorker, Jan. 26, 1963, p.80)
Appl. author: C. A. Mathisson.
© 30Dec62; KK171205.
- Enjoy life with Miller High Life,
the champagne of bottle beer.
[Bottle, glass & food] (In Oak-
land tribune, Feb. 20, 1963, p.5X)
Appl. author: C. A. Mathisson.
© 20Feb63; KK171981.
- Enjoy life with Miller High Life, the
champagne of bottle beer. (In
True, June, 1963, p.27) Appl.
author: C. A. Mathisson. © 23May63;
KK173616.
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champagne of bottle beer. Party
scene. (In Esquire, Apr. 1963,
p.54) Appl. author: C. A. Mathisson.
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champagne of bottle beer. [Party
scene] (In The Washington post,
Jan. 24, 1963, p.A23) Appl. author:
C. A. Mathisson. © 24Jan63;
KK172041.
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champagne of bottle beer. [Party
scene, 2 couples] (In Ebony,
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C. A. Mathisson. © 20May63;
KK173690.
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champagne of bottle beer. (In
Ebony, Feb. 1961, p.18) Appl.
author: C. A. Mathisson. © 20Jan61;
KK172556.
- Holiday special; featuring 12-pack
no deposit no return 12 oz. bottles.
(In Progressive grocer, Oct. 1961,
p.88-89) Appl. author: C. A.
Mathisson. © 28Sep61; KK173464.
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Life. Bottle, can & tap glass.
(In Chicago tribune, May 28, 1963,
p.17) Appl. author: C. A. Mathisson.
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High Life. Three bottles. (In
Chicago daily tribune, Feb. 7,
1963, p.20) Appl. author: C. A.
Mathisson. © 7Feb63; KK172680.
- MILLER PICKING CORP. ©
Commercial & industrial central air
conditioning & heating for year
'round comfort. Appl. author: Baker
Printing Co. © 31Jan63; KK171204.
- MILLER STUDIO, INC. ©
This is the item, home decorator wall
plaque. (In Housewares review,
Feb. 1961) © 1Feb61; KK174232.
- MILLIPORE FILTER CORP. ©
Sifting index apparatus, principles
and operating instructions.
(Catalog no. XX68 013 00) © 18Jan63
(in notice: 1962); KK172552.
- MILLS PRODUCTS CORP. ©
Retain your glamorous hairdo in a
Rain-n-Shine bonnet by Mills.
Appl. author: Harry Mills,
© 15Jan63; KK171399.
- MILPRINT, INC. ©
Frigid Pak freezer bags, with bag
ties for closing. 25 pint size,
size 4" x 2" x 8". © 8Dec62;
KK171136.
- MINE & SMELTER SUPPLY CO. ©
Massco-Grigsby pinch valve.
© 20Feb63; KK172676.
- MINNEAPOLIS STAR & TRIBUNE CO. ©
What makes a newspaper great? Science
teacher: New role for a newspaper.
Photo by Don Black. (In Advertising
age, Jan. 21, 1963, p.49) Appl.
author: Batten Barton Durstine &
Osborn, Inc. © 21Jan63; KK171214.
- Who's ahead in Minnesota? Homemaker
15 tells all. (In Sales management,
Mar. 1, 1963, p.12) Appl. author:
Batten, Barton, Durstine & Osborn,
Inc. © 1Mar63; KK172196.
- MINNESOTA FARM BUREAU SERVICE CO. ©
100^m fertilizer. 50 lbs. net.
© 30Nov62; KK171256.
- MINNESOTA MINING & MANUFACTURING CO. ©
At Michigan State, the only homework
is lab work for beginning language
students. (In The Nation's schools,
Mar. 1963, p.76-77) © 20Feb63;
KK172612.
- Beware of the commercial on the
conference room screen. TV viewers
see it on a tube ... Scotch brand
video tape. (In Television, Jan.
1963, p.23) © Minnesota Mining &
Mfg. Co. (3M Co.); 1Jan63; KK171807.
- Breathing comfort, high filtration;
new 3M Aseptex, the lightweight,
free-breathing disposable mask.
(In Hospital topics, Feb. 1963,
p.10) © Minnesota Mining & Mfg.
Co. (3M Co.); 25Jan63; KK172058.
- Cracked notes in your aria? Then
bargain recording tape's no bargain.
Scotch brand magnetic tape.
(In Saturday review, Mar. 16, 1963,
p.95) © 12Mar63; KK172010.
- Fractured fortissimos in your concer-
to? Scotch brand magnetic tape
142. (In Saturday review, Jan. 12,
1963, p.76) © Minnesota Mining &
Mfg. Co. (3M Co.); 8Jan63; KK171806.
- Help yourself to higher volume, sell
the new 3M medical products line.
(In Surgical business, Feb. 1963,
p.70-71) © Minnesota Mining & Mfg.
Co. (3M Co.); 1Feb63; KK172056.
- Holiday from stains. Treated fashions,
furniture, even tablecloths now
repel stains. (In Life, Nov. 7,
1960, p.99) © 3Nov60; KK172613.
- Hospital test proves it costs no more
to use a better tape, 3M Micropore.
(In Hospital topics, Feb. 1963,
p.76) © Minnesota Mining & Mfg.
Co. (3M Co.); 25Jan63; KK172059.
- Looks frosty on the roll, invisible
on the job. New Scotch brand
magic tape disappears on your gift
wrap. (In Life, Nov. 30, 1962,
p.49) © 3M Co.; 26Nov62; KK170924.
- Oh Wah Ree, ancient and absorbing
game of strategy played by Afro-
Asian peoples for some 3500 years.
© 9Nov62; KK172125.
- Only place to judge TV picture
quality. Judge it where TV viewers
do, where today's best-selling pic-
tures come from Scotch brand video
tape. (In Television, Feb. 1963,
p.65) © 1Feb63; KK172611.
- Phlounder, a fast moving word game.
© 9Nov62; KK172126.
- Picture of top sound. Over 100 tests
like the one on the ground glass
assure top sound with Scotch brand
recording tapes. (In Industrial
photography, Feb. 1963, p.63)
© 15Feb63; KK172609.
- Sasheen magic makes Christmas dream
sales come true. (In Notion &
novelty review, Oct. 1962, profit
parade section, p.42) © Minnesota
Mining & Mfg. Co. (3M Co.); 25Sep62;
KK171804.
- Scotch brand magnetic tape instru-
mentation 498 comes through head
heat unscathed. (In Control
engineering, Jan. 1963, p.25)
© Minnesota Mining & Mfg. Co.
(3M Co.); 25Dec62; KK171805.
- Thin coat tapes, like having a quarter
reel bonus in recording time.
(In Aviation week, Feb. 11, 1963,
p.13) © 1Mar63; KK172614.
- 3M Autoclave tape passes this critical
dry air pocket test, proves you are
getting the safety you pay for.
(In Hospital topics, Nov. 1962,
p.127) © Minnesota Mining & Mfg. Co.
(3M Co.); 25Oct62; KK172057.
- Twixt, ingenious new strategy game
for two. © 9Nov62; KK172124.
- MRS. LELAND'S KITCHENS. ©
Any group can raise \$50 to \$1,000
and more with Mrs. Leland's famous
old-fashioned candies and choco-
lates. © 1Jan63; KK172122.
- Mrs. Leland's old-fashioned chocolate
covered butter-bits. Net weight
1/3 lb. © 1Jan63; KK172659.
- Mrs. Leland's old-fashioned chocolate
covered butter-bits. Net weight
2/3 pound. © 1Jan63; KK172660.
- Old-fashioned chocolate covered
butter-bits. Net weight: 1/3 pound.
© 1Jan63; KK172123.
- Old-fashioned Hunnie-Bunnies 'n eggs.
Net weight 6 1/2 ounces.
© 1Jan63; KK172121.
- Old-fashioned peanut butter crunchies.
Net weight 7 3/4 ounces. © 1Jan63;
KK172120.
- MOBIL OIL CO.
Don't judge gasoline quality by
octane alone; get Mobil high
megatane rated gasolines. (In
U. S. Air Force Academy football
program, Sept. 22, 1962, p.48)
Appl. author: Ted Bates & Co., Inc.
© Mobil Oil Co., a division of
Socony Mobil Oil Co., Inc.; 22Sep62;
KK171843.
- MODERNAIR CORP. ©
Repair kit No. 7000; for C.R.V. valves,
3 and 4 way valves. © 5Apr62 (in
notice: 1961); KK173487.
- MOEWS SEED CO. ©
Farm modern memo book. 16 p. Appl.
author: Post-Keyes-Gardner, Inc.
© 19Mar63; KK173434.
- The high-profit, quick-cash crop for
Eastern Iowa farms. Moews white
corn. Appl. author: Post, Morr &
Gardner, Inc. © 8Feb63; KK172226.
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1963. Farm modern with Moews.
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p.21) Appl. author: Post-Keyes-
Gardner, Inc. © 16Mar63; KK173433.
- MOLSBERRY LITHO.
Keeps your plows in action. EZ fit
two piece replaceable plow share.
© Molsberry Litho a.a.d.o. Molsberry
Co.; 9May63; KK173628.
- Kerr cell Electro-Optical shutters.
By Electro-Optical Instruments.
© Molsberry Litho a.a.d.o. Molsberry
Co.; 16Oct62; KK171235.

- Turbine driven mirrors, models RMR 6/8 and RMR 6/10. Tentative data sheet. By Electro-Optical Instruments. © Molsberry Litho a.s.d.o. Molsberry Co.; 22Oct62; KK171234.
- Ultra high speed Kerr cell cameras, model KSC-51/A and KSC-51/B. By Electro-Optical Instruments. © Molsberry Litho a.s.d.o. Molsberry Co.; 12Oct62; KK171233.
- MONROE CALCULATING MACHINE CO., INC. © The machinery of profits. 1 v. © 18Sep62; KK173388.
- MONSANTO CHEMICAL CO. © Unwrapping bobbins. © 15May63; KK173618.
- Unwrapping bobbins. Chemstrand. © 15May63; KK173618.
- MOORES (H. C.) CO. © Cooking's a dream with new deluxe Pream. (In Good housekeeping, Jan. 1963, p.25) Appl. author: Benton & Bowles, Inc. © 20Dec62; KK172705.
- Good cookmanship with new deluxe Pream. (In Good housekeeping, Feb. 1963, p.22) Appl. author: Benton & Bowles, Inc. © 22Jan63; KK172706.
- Have you tried Pream in coffee lately? (In What's new in home economics, Apr. 1963, p.27) Appl. author: Benton & Bowles, Inc. © 15Mar63; KK174181.
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- MORRELL (JOHN) & CO. © Consumer sweepstakes and scholarship competition. Morrell meats. (In The Commercial appeal, Memphis, Mar. 28, 1963, p.46-47) Appl. author: John W. Shaw Advertising, Inc. © 28Mar63; KK172885.
- New, sports franks; nearly a foot long from stem to stern and all meat. (In The Press, Apr. 17, 1963, p.A-12) Appl. author: John W. Shaw Advertising, Inc. © 17Apr63; KK173154.
- Pick a slice, any slice as long as it's Morrell. Morrell Pride ham. (In Life, Dec. 14, 1962, p.21) Appl. author: John W. Shaw Advertising, Inc. © 14Dec62; KK171091.
- Save 25 cents. Tastiest total nutrition ever set before a dog. (In Buffalo courier-express, Sunday supplement, Apr. 21, 1963, p.31) Appl. author: John W. Shaw Advertising, Inc. © John Morrell & Co. Red Heart Dog Food Division; 21Apr63; KK173152.
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- MORRELL (JOHN) & CO. RED HEART DOG FOOD DIVISION. © Two out of three dogs pick new fortified Red Heart over their regular dog food in side-by-side taste test. (In Reader's digest, Feb. 1963, p.164-165) Appl. author: John W. Shaw Advertising, Inc. © 21Jan63; KK171376.
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- MORRILL, HARRY L., JR. © Be a life saver every where you drive. (In The Daily tribune news, Mar. 15, 1963, p.5) © 15Mar63; KK172793.
- MORRIS (J. I.) CO. © Enjoy heavenly new comfort with Morris ear-rest earring pads. Display card. © 22Apr63; KK173341.
- For eyeglass and hearing aid temples Morris paddle-pads. Counter display card. © 7May63; KK173342.
- MORRIS (PHILIP) INC. © Saratoga, first cigarette to meet the challenge of today's smoking needs. (In The Hartford times, Feb. 20, 1963, p.56) Appl. author: Benton & Bowles, Inc. © 20Feb63; KK174178.
- Suddenly you're in a new world of flavor; Paxton, first menthol cigarette to meet the challenge. (In The Fresno bee, Feb. 20, 1963, p.8) Appl. author: Benton & Bowles, Inc. © 20Feb63; KK172711.
- MORRIS ENTERPRISES. © Put a little Zipp tangy sauce in it. Net weight 4 oz. Appl. author: Evelyn Morris Johnson. © 18May63; KK173523.
- MORTON (T. M.) MANUFACTURING CO. © Fact of the week. The outdoor season is the big reason to stock up on Chap Stick. (In Supermarket news, Apr. 1, 1963, p.46) Appl. author: L. C. Gumbinner Advtg. Agency. © 1Apr63; KK172998.
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- Who buys Chap Stick in the summer? Everyone under the sun, that's who. Fleet's Chap Stick. (In Drug topics, Apr. 22, 1963, p.53) Appl. author: L. C. Gumbinner Advertising Agency, Inc. © 22Apr63; KK173660.
- MORTON MANUFACTURING CORP. CHAP STICK CO. SEE CHAP STICK CO.
- MOUNTAINCRAFT CO. Utah flowering copper. This flowering copper is approximately 99.98% pure. © Mountaincraft Co. (in notice: Mountaincraft); 8May63; KK173346.
- MOZAIC PRODUCTS. Ironing board cover; cotton and pad set. No.3022. © Herbert Glatt d.b.a. Mozaic Products; 21Dec62; KK171755.
- MULSIJET, INC. © The Mulsijet principle. Breakthrough in repository emulsion preparation. NM: additions & revisions. © 8Mar63; KK172027.
- MULSTEIN, HENRY. See SPONGE WAY CO.
- MURPHY CORP. © Get three times as many stamps on any Spur products you buy this weekend. Spur gasoline. (In The Mobile register, Apr. 18, 1963, p.6-B) Appl. author: Grabin-Shaw Advertising, Inc. © 18Apr63; KK173945.
- Now, the fastest payoff stamp plan in the whole, wide world of motoring. Spur gasoline. (In The Dothan eagle, Mar. 21, 1963, p.9) Appl. author: Grabin-Shaw Advertising, Inc. © 21Mar63; KK172537.
- MURRAY-CARSON CORP. © Instructions, Murray-Tone cavity generator spherical sound system. MC-1631M. © 5Mar63; KK172557.
- MUSICARDS, INC. © Musicards, 60 music flash cards. Appl. author: Billy Burden. © 20Jun62; KK171862.
- MYERS, OWEN H. See BOWIE MACHINE WORKS, INC.

N

- NRC EQUIPMENT CORP. © Model HS16, 10,000 16" fractionating oil diffusion pump. © 5Feb63; KK171833
- NAISTADT, JACOB. See PETBURGER PRODUCTS.
- NATIONAL BISCUIT CO. © Give the taste of tradition to holiday parties with Nabisco snacks. Appl. author: McCann-Erickson, Inc. © 20Nov62; KK171619.
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- NATIONAL HOLE-IN-ONE CLUB OF AMERICA. © Announcing the National Hole-In-One Club of America. Appl. author: Bruce B. Byrd. © 30Nov62; KK171342.
- NATIONAL MANUFACTURING CO. © Builder's hardware of quality since 1901. Installation of No.59 galvanized covered trolley rail & No.50 trolley truck on pole type metal clad building. © 18Jan63; KK171786.
- Installation of no.60 galvanized storm proof rail and no.88 storm proof hanger on pole type metal clad building. © 17Apr63; KK172890.
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- NATURAL COLOR PUBLISHERS, INC. © Candy tree. 1050A pink pixie. © 5Mar63; KK172510.
- Slick Craft '63, 18' offshore sport. © 20Dec62; KK171334.
- NEIMAN MARCUS CO. © Command performance: N-M exceptional mink. (In The Dallas morning news, May 15, 1963, section 4, p.16) © 15May63; KK173692.
- NEMA NOCKER DOLL MANUFACTURING CO. Nema Nocker true to character dolls. © Mildred E. & Charles D. Wall d.b.a. Nema Nocker Doll Mfg. Co.; 18Jun62; KK171860.

- NESTLE CO., INC. ©
Delicious new instant soft drink discovery from Nestle, it's Keen. (In Life, Apr. 26, 1963, p.R4) Appl. author: VanSant Dugdale & Co., Inc. © 26Apr63; KK173585.
- Free coffee. Nestle's Decaf instant coffee. (In Reader's digest, May 1, 1963) Appl. author: McCann-Erickson, Inc. © 21Apr63; KK174104.
- Free tea. Buy Instant Nestea today, get a second jar free. (In Reader's digest, Jan. 2, 1963, p.239) Appl. author: McCann-Erickson, Inc. © 21Dec62 (in notice:1963); KK174100.
- Hoot mom, they're fun, new Scotch treats. Nestle's butterscotch morsels. (In Family circle, Apr. 1, 1963, p.18) Appl. author: McCann-Erickson, Inc. © 11Feb63; KK174103.
- How to make 3 different chocolate treats from 1 recipe. Nestle's semi-sweet chocolate morsels. (In True story, Mar. 1, 1963, p.24) Appl. author: McCann-Erickson, Inc. © 4Feb63; KK174102.
- If he's always on the move, he needs the warmth of the Quik warmup. (In Reader's digest, Jan. 2, 1963, p.30) Appl. author: McCann-Erickson, Inc. © 21Dec62 (in notice: 1963); KK174107.
- Special wrist watch offer from Nestle's Quik. (In Reader's digest, May 1, 1963) Appl. author: McCann-Erickson, Inc. © 21Apr63; KK174101.
- NEW ENGLAND FOOD SALES, INC. ©
Flavor Mate complete seasoning for all foods. 10 packets. Net weight 2.12 ounces. © 28Mar63; KK172752.
- Flavor Mate seasoning. Net weight 6 grams. © 6Nov62; KK172753.
- Free, new Flavor Mate seasoning, with every package of. © 6Nov62; KK172754.
- You asked for it, Flavor Mate seasoning; recipes enclosed. 10 packets in every package. © 28Mar63; KK172755.
- NEW ENGLAND YARN & TEXTILE CO. ©
Tie It twine. 650 ft. © 26Dec62; KK171641.
- NEW HERMES ENGRAVING MACHINE CORP. ©
Gravoxide, blackens permanently engraving on lacquered metals. 4 fl. oz. © 4Apr63; KK173200.
- NEW PROCESS BAKING CO. ©
Protopak bread. Net wt. 1 lb. Appl. author: William Laureys. © 4Dec62; KK170916.
- NEW YORK LIFE INSURANCE CO. ©
A Christmas prayer. (In The New Haven register, Dec. 21, 1962, p.6) © 21Dec62; KK170974.
- NEWSWEEK, INC. ©
Announcing Newsweek's inquiry into how people go about reading it. (In Newsweek, Aug. 20, 1962, p.84-85) Appl. author: Weiner & Gossage, Inc. © 14Aug62; KK172825.
- Are you an advertising man and if so are you the only one reading this ad? (In Newsweek, Sept. 3, 1962, p.74-75) Appl. author: Weiner & Gossage, Inc. © 28Aug62; KK172824.
- Are you an advertising man this week? A repeat of last week's questionnaire. (In Newsweek, Sept. 10, 1962, p.102-103) Appl. author: Weiner & Gossage, Inc. © 4Sep62; KK172826.
- Are you reading this magazine from back to front and if so are you left-handed? (In Newsweek, Sept. 19, 1962, p.80-81) Appl. author: Weiner & Gossage, Inc. © 25Sep62; KK172822.
- Are you reading this page right now and if so when? (In Newsweek, Aug. 27, 1962, p.82-83) Appl. author: Weiner & Gossage, Inc. © 21Aug62; KK172821.
- If you are a typical Newsweek reader, 19.1% of you was gone during the third week of August. (In Newsweek, Dec. 24, 1962, p.61) Appl. author: Weiner & Gossage, Inc. © 18Dec62; KK172829.
- Is it possible to determine whether you read Newsweek from back to front or from front to back merely by examining your handwriting? (In Newsweek, Oct. 15, 1962, p.106-108) Appl. author: Weiner & Gossage, Inc. © 9Oct62; KK172823.
- Newsweek announces a 53rd issue. (In Newsweek, Nov. 26, 1962, p.89) Appl. author: Weiner & Gossage, Inc. © 20Nov62; KK172827.
- Newsweek's report on Labor Day. (In Newsweek, Dec. 31, 1962, p.21) Appl. author: Weiner & Gossage, Inc. © 26Dec62; KK172828.
- Report; nearly half of you are sinistrotverts. (In Newsweek, Feb. 25, 1963, p.99) Appl. author: Weiner & Gossage, Inc. © 19Feb63; KK172052.
- 9-LIVES PET FOOD CO.
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Give the pen that does the writer proud, the remarkable Parker 61. (In Life, Nov. 30, 1962, p.107) Appl. author: Leo Burnett Co., Inc. © 26Nov62; KK171337.
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How to kiss your problem children goodbye. Shelly Shrinkage. Pelomite non-woven fusible interfacing fuses the shape that refuses to wilt. (In Daily news record, Oct. 10, 1962, p.3) © 10Oct62; KK171680.
How to kiss your problem children goodbye. Shirley Sticky. Pelomite non-woven fusible interfacing fuses the shape that refuses to wilt. (In Daily news record, Sept. 19, 1962, p.3) © 19Sep62; KK171681.
How to kiss your problem children goodbye. Wrong-way Wendy. Pelomite non-woven fusible interfacing fuses the shape that refuses to wilt. (In Daily news record, Oct. 3, 1962, p.3) © 30Oct62; KK171678.
I must not forget Pellon's new number, TN 7-9110. (In Women's wear daily, Jan. 23, 1963, p.3) © 23Jan63; KK171708.
Iron the shape into your fashions with Pelomite. Pelomite, iron down non-woven interfacing. (In Good housekeeping, Feb. 1963, p.212) © 1Feb63; KK171711.
It's a snap to keep the shape with Pellon; a great non-woven interfacing. (In Vogue, Sept. 15, 1962, p.29) © 15Sep62; KK171683.
Keep the shape with non-woven interfacing by Pellon. (In Simplicity, spring 1963) © 1Jan63; KK171706.
Mom, what makes you such a shape-making genius? She told her about all-bias Pellon. (In Simplicity, fall-winter 1962) © 15Aug62; KK171230.
No matter where I go, Pellon keeps my fashions in shape. (In Vogue, Dec. 1960, p.74) © 29Nov60; KK172535.
Primer of smart sewing. 23 p. © 30Sep62; KK171389.
Quality first. Harry, I finally found one interfacing for collars. (In The Bobbin, Jan. 1963, p.20) © 1Jan63; KK171704.
- See the great performance on the inside; get your ticket to a great performance on the inside. © 11Feb63; KK171713.
Sew the shape into your fashions with Pellon. Non-woven interfacing. (In Good housekeeping, Feb. 1963, p.212) © 1Feb63; KK171710.
Shape worthy. The reason: they're made with Pellon non-woven interfacing. (In Men's wear, Jan. 11, 1963, p.7) © 11Jan63; KK171705.
Shape worthy; top manufacturers use Pellon non-woven interfacing. (In Playbill magazine, Oct. 22, 1962, p.13) © 22Oct62; KK171677.
What a shape story. Pellon primer of smart sewing. Non-woven interfacing. (In What's new in home economics, Feb. 1963, p.28) © 1Feb63; KK171709.
What a wonderful thing Pellon did for the shape of fashion. (In Playbill magazine, Jan. 7, 1963, p.25) NM: "pictorial and textual matter." © 7Jan63; KK172108.
What do these symbols have to do with fashion? (In Playbill theatre and fashion guide, Jan.-Feb. 1963, p.3 of cover) © 24Dec62; KK171712.
The wonderful age of Pellon. (In The New York times magazine, May 5, 1963, p.101) © 5May63; KK173627.
- PENNSYLVANIA TIRE CO. © Every child needs the circle of safety by Pennsylvania, built especially for school bus use. (In School bus transportation, Feb. 1963, p.10) © 5Feb63; KK173034.
Pennsylvania patrol special tires, controlled crown angle nylon cord plies, made for pursuit. (In Law and order, Feb. 1963, p.4) © 25Jan63; KK173035.
When a motorist needs the circle of safety; Pennsylvania Turnpike tires. © 8Jan63; KK172560.
When a motorist needs the circle of safety. Pennsylvania Turnpike tires. (In Sports illustrated, western regional, Mar. 18, 1963, p.5) © 18Mar63; KK172402.
When a motorist needs the circle of safety. Pennsylvania Turnpike tires. (In Time, Apr. 19, 1963, p.128) © 19Apr63; KK173486.
When a motorist needs the circle of safety, get your driver-rating. (In Look, Apr. 9, 1963, p.12e) © 26Mar63; KK173586.
When a motorist needs the circle of safety, get your driver-rating. (In Newsweek, Apr. 29, 1963, p.3) © 29Apr63; KK173252.
When a motorist needs the circle of safety, get your driver-rating. (In The Saturday evening post, May 11, 1963, p.38) © 11May63; KK173389.
- PENNZOIL. © People don't have memories like elephants, so even if your customers forget to change oil, Pennzoil protects them, and you. (In Super service station, Jan. 1963, p.35) Appl. author: Fuller & Smith & Ross, Inc. © 10Jan63; KK171851.
You don't need a memory like an elephant, if you forget to change oil Pennzoil still protects. (In Outdoor life, May 1963, p.105) Appl. author: Fuller & Smith & Ross, Inc. © 25Apr63; KK173370.
You don't need a memory like an elephant if you forget to change oil, Pennzoil still protects. (In Sports afield, Mar. 1963, p.71) Appl. author: Fuller & Smith & Ross, Inc. © 25Feb63; KK172287.

PEPCO. See PARAGON ELECTRIC CO., INC.

PEPPERIDGE FARM, INC. ©

Capri brownie creme. Net wt. 7 1/4 oz. © 23Jan63; KK171994.
Cinnamon nut rolls. Net wt. 7 1/4 oz. © 21Feb63; KK171997.
Hot-frozen, thin sliced, raisin bread. Net weight 1 lb. © 5Dec62; KK170844.

PERMACEL DIVISION, JOHNSON & JOHNSON.
See JOHNSON & JOHNSON. PERMACEL DIVISION.

PESIN, SYDNEY, BERNARD ADVERTISING, INC. ©

If you want to vacation in Tahiti and the Fiji Islands all put together, but don't want to travel halfway around the world, escape to Ocolooloo. Appl. author: Harry Pesin. © 4Apr63; KK173412.
My doctor, the sun. You're looking wonderful, Mrs. Green told me ... Isn't it time you took a treatment at one of the seven great Miami Beach hotels. Appl. author: Harry Pesin. © 4Apr63; KK173411.

PET MILK CO. ©

Coming in next month's Co-ed; plan December classes with the festive touch. Evaporated milk. (In Co-ed, practical home economics teacher ed., Nov. 1962, p.10) Appl. author: Mary Clare Geerling. © 1Nov62; KK170942.
Diet with flair; now Segó in tasty soup flavors. Appl. author: Mary Clare Geerling. © 1Oct62; KK173033.
The difference sells Segó. (In Chain store age, July 1962, p.271) Appl. author: Josephine Walsh. © 10Jul62; KK170892.
Start cooking with a golden spoon. Fabulous fudge. Evaporated milk. (In Parents' magazine, Dec. 1962, p.60) Appl. author: Josephine Walsh. © 1Dec62; KK170944.
Strawberry ice cream. Evaporated milk. (In What's new in home economics, Sept. 1962, p.53) Appl. author: Mary Clare Geerling. © 1Sep62; KK171374.

PET NEEDS, INC. ©

Sweet Breath, for dogs. © 25Jan63; KK171171.

PETBURGER PRODUCTS.

Bar B-Q brand dog food. 14 oz. net weight. © Jacob Naistadt d.b.a. Petburger Products; 4Feb63; KK171318.

PETERSON, DANA. ©

Scraperette pot & pan scraper. A 1,000 uses. © 18Mar63; KK172288.

PETROCELLI CLOTHES, INC. ©

The jet power of Petrocelli. Appl. author: Will Kaplan Advertising. © 5Feb63; KK171400.
Milestone for alert retailers: the \$100 suit. (In Daily news record, Mar. 12, 1963, p.5) Appl. author: Will Kaplan Advertising. © 12Mar63; KK172083.
1, 2, 3 adds up to superb fashion. Supplementary ed. Appl. author: Will Kaplan Advertising. © 30Dec62; KK170977.
Spanish Gold, the treasured look in suits. Appl. author: Will Kaplan Advertising. © 3Jun63; KK173971.

PHARMACRAFT LABORATORIES. ©

Don't spread the cold, spread the word, Coldene. (In Life, Jan. 6, 1961) © 6Jan61; KK172076.

PHIFER WIRE PRODUCTS. ©

The new way to reduce the sun's heat & glare without ruining the view or ventilation; Phifer sun screen. Appl. author: Crim-Thomas, Inc. © 11Mar63; KK172380.

Protection, comfort, beauty; Sun Screen. Appl. author: Frank S. Green. © 15Feb63; KK172013.

PIEDMONT NATURAL GAS CO., INC. ©

Modern way to better living at less cost. A home equipped with balanced power. (In The Charlotte observer, Charlotte, N. C., Feb. 20, 1963, p.20-A) © 20Feb63; KK172548.

Modern way to better living at lowest cost. Balanced power for that extra measure of convenient living. (In The Charlotte observer, Charlotte, N. C., Mar. 6, 1963, p.8-B) © 6Mar63; KK172547.

Modern way to better living at lowest cost. A balanced power home combines the gas you need with the plug-ins you want. (In The Charlotte observer, Charlotte, N. C., Mar. 20, 1963, p.3-B) © 20Mar63; KK172549.

Modern way to better living at lowest cost. Balanced power lets each fuel do the jobs it does best. (In The Charlotte observer, Charlotte, N. C., Mar. 12, 1963, p.16A) © 12Mar63; KK172550.

Modern way to better living at lowest cost; choose a balanced power home, enjoy the best of both these fuels. (In The Charlotte observer, Mar. 27, 1963, p.9-A) © 27Mar63; KK174142.

Symbol of better living, symbol of a home with balanced power. (In The Charlotte observer, Apr. 9, 1963, p.12-A) © 9Apr63; KK174139.

Symbol of better living, symbol of balanced power. (In The Charlotte observer, May 15, 1963, p.16-A) © 15May63; KK174140.

Whole-house comfort at the touch of a dial, one of the big advantages you can enjoy in a balanced power home. (In The Charlotte observer, Apr. 2, 1963, p.5-B) © 2Apr63; KK174141.

PIEL BROS. ©

Bert & Harry coming back? (In Daily news, New York, Sept. 13, 1962, p.20) Appl. author: Young & Rubicam, Inc. © 13Sep62; KK172456.

Bring back Bert & Harry. (In Daily news, New York, Sept. 12, 1962, p.12) Appl. author: Young & Rubicam, Inc. © 12Sep62; KK171347.

Especial precio bajo, para que la pruebe. (In El Diario de Nueva York, Apr. 19, 1962, p.7) Appl. author: Young & Rubicam, Inc. © 19Apr62; KK172464.

PIEL BROS., INC. ©

Be it known to all present that ... has been appointed a beer taster extraordinary. Appl. author: Young & Rubicam, Inc. © 1Apr63; KK174120.

Bert and Harry Fan Club, organization and by-laws. Light lager Piels beer. Appl. author: Young & Rubicam, Inc. © 1Apr63; KK174119.

Enjoy Piels natural-brewed to the peak of flavor. (Display no.64) Appl. author: Young & Rubicam, Inc. © 1Apr63; KK174123.

Have a man's beer; taste today's Piels. (In New York amsterdam news, Nov. 17, 1962, p.22) Appl. author: Young & Rubicam, Inc. © 17Nov62; KK173052.

Now hear this; having demonstrated his ability to know a good thing when he sees it, namely: Light lager Piels beer. (Display no.2082) Appl. author: Young & Rubicam, Inc. © 1Apr63; KK174121.

Now Piels premium beer at popular prices. Appl. author: Young & Rubicam, Inc. © 17Dec62; KK173054.

Now Piels premium beer at popular prices. (Display no.77) Appl. author: Young & Rubicam, Inc. © 1Apr63; KK174122.

Peak values. (Display no.61) Appl. author: Young & Rubicam, Inc. © 1Apr63; KK174116.

Piels peak flavor brewed. (Display no.62) Appl. author: Young & Rubicam, Inc. © 1Apr63; KK174117.

Piels premium beer, now at popular prices. Appl. author: Young & Rubicam, Inc. © 17Dec62; KK173053.

This certifies that ... is an honorary vice-president in good standing of the Bert and Harry Fan Club. (Display no.2003) Appl. author: Young & Rubicam, Inc. © 1Apr63; KK174118.

PIERCE PRE-COOKED FOODS, INC. ©

Chik fully cooked and breaded chicken parts. 12 Bonanza 3-piece. © 1May63; KK173261.

Honey-Dipt fully cooked and breaded chicken parts. 12 Bonanza 3-piece. © 1May63; KK173262.

Pierce Chik fully cooked chicken parts breaded with Calolite for finer frying. (Honey dipt chicken parts) 12 cut-up halves. © 13May63; KK173470.

Pierce Honey-Dipt fully cooked chicken parts breaded and frozen. (Pierce-Chik chicken parts) 12 cut-up halves. © 13May63; KK173471.

PIFER, ALBERT D. ©

New, Citru-tone, bio-chemical fertilizer. © 14May63; KK173890.

PILLSBURY CO. ©

Apple crisp. 1 lb. 4 oz. © 15Feb62; KK171195.

Butterscotch nut slice 'n bake cookies. Net wt. 15.4 oz. Appl. states prev. reg. KK155997. NM: revision of art work. © 15Aug62; KK173827.

Candy cane, angel food mix. 1 lb. 1 3/4 oz. net wt. © 30Nov62; KK171182.

Cherry berry crisp. 1 lb. 5 oz. © 15Feb62; KK171194.

Creamy caramel frosting mix. 12 1/2 oz. Appl. states prev. reg. KK168818. NM: revision. © 28Jan63; KK172579.

Creamy frosting mix, lemon. 13 1/2 oz. net wt. © 17Sep62; KK171193.

Creamy fudge frosting mix. 12 1/2 oz. net wt. Appl. states prev. reg. KK168817. NM: revision. © 4Mar63; KK172581.

Creamy milk chocolate frosting mix. 12 1/2 oz. net wt. Appl. states prev. reg. KK169318. NM: revision. © 4Mar63; KK172582.

Creamy vanilla frosting mix. 13 1/2 oz. net wt. Appl. states prev. reg. KK168820. NM: revision. © 4Mar63; KK172583.

8 quick caramel nut rolls, rich caramel and chopped nut topping. Net wt. 11.8 oz. Appl. states prev. reg. KK143054. NM: revision of art work. © 26Aug62; KK173831.

8 quick, cinnamon rolls with icing. Net wt. 9.5 oz. Appl. states prev. reg. KK143055. NM: revisions. © 20Aug62; KK171178.

8 quick, cloverleaf rolls. Net weight 8 ounces. © 9Jan61; KK171184.

8 quick crescent dinner rolls. Net wt. 8 oz. © 17Jan63; KK173835.

8 quick, dinner rolls; honey wheat crescents. Net wt. 8 oz. © 24Aug62; KK171179.

- 8 quick orange Danish rolls with icing. Net wt. 9.5 oz. Appl. states prev. reg. KK154828. NM: revision of art work. © 2Jul62; KK173830.
- Fluffy frosting mix fudge sundae. 7 oz. net wt. Appl. states prev. reg. KK164291. NM: revision of art work. © 1Apr63; KK173828.
- Fluffy pink lemonade flavor frosting mix. 6 1/4 oz net wt. Appl. states prev. reg. KK171189. NM: revision. © 25Feb63; KK172580.
- Fluffy pink lemonade frosting mix. 6 1/4 oz. net wt. Appl. states prev. reg. KK160053. NM: revision. © 3Sep62; KK171189.
- 4 glazed turnovers, apple. 13 oz. net weight. © 1Apr63; KK173845.
- 4 glazed turnovers, blueberry. 13 oz. net weight. © 1Apr63; KK173844.
- 4 glazed turnovers, cherry berry. 13 oz. net weight. © 1Apr63; KK173843.
- 4 glazed turnovers, peach. 13 oz. net weight. © 1Apr63; KK173842.
- 4 ready to bake apple dumplings. 1 lb. 8 oz. net weight. © 15Feb62; KK171196.
- Fudge nut brownies. Net wt. 1 lb. 2 1/2 oz. © 18Oct61; KK171174.
- Grand National brand liquid shortening cake mix; devil's food. 1 lb. 3 1/2 oz. net wt. © 21Dec61; KK171199.
- Grand National brand liquid shortening cake mix; white. 1 lb. 3 1/2 oz. net wt. © 21Dec61; KK171197.
- Grand National brand liquid shortening cake mix; yellow. 1 lb. 3 1/2 oz. net wt. © 21Dec61; KK171198.
- Holiday brownie kit; fudge brownies. 2 rolls. Net wt. 2 lbs. 8 oz. © 22Oct62; KK171186.
- Holiday cookie kit; sugar cookies, slice 'n bake. 2 rolls. Net wt. 2 lbs. 4 oz. © 1Nov61; KK171185.
- Hungry Jack buttermilk pancake mix. Net wt. 5 lbs. © 28May62; KK173847.
- Moist applesauce cake mix. 10 1/2 oz. net wt. Appl. states prev. reg. KK160901. NM: revisions. © 2Jul62; KK171188.
- Moist applesauce one layer cake mix. 10 1/2 oz. net wt. Appl. states prev. reg. KK171188. NM: revision of art work. © 1Apr63; KK173841.
- Moist applesauce spice cake mix. 1 lb. 5 1/2 oz. net wt. Appl. states prev. reg. KK160901. NM: additions & revision. © 30Nov62; KK171180.
- Moist banana one layer cake mix. 10 1/2 oz. net wt. Appl. states prev. reg. KK168813. NM: revision of art work. © 1Apr63; KK173838.
- Moist chocolate fudge flavor cake mix. 1 lb. 3 oz. net wt. Appl. states prev. reg. KK168814. NM: revision. © 3Jan63; KK172574.
- Moist double Dutch devil's food cake mix. 1 lb. 3 oz. net wt. Appl. states prev. reg. KK168810. NM: revision. © 3Dec62; KK172576.
- Moist golden yellow one layer cake mix. 9 1/2 oz. net wt. Appl. states prev. reg. KK168812. NM: revision. © 1Mar63; KK172572.
- Moist old-fashioned spice cake mix. 1 lb. 3 1/2 oz. net wt. Appl. states prev. reg. KK168809. NM: revision of art work. © 1Apr63; KK173839.
- Moist orange cake mix. 1 lb. 3 1/2 oz. net wt. Appl. states prev. reg. KK157246. NM: revisions. © 3Sep62; KK171187.
- Moist orange flavor cake mix. 1 lb. 3 1/2 oz. net wt. Appl. states prev. reg. KK171187. NM: revision. © 14Jan63; KK172573.
- Moist pineapple cake mix. 1 lb. 3 1/4 oz. net wt. Appl. states prev. reg. KK168808. NM: art work. © 8Jan63; KK171175.
- Moist white cake mix. 1 lb. 4 oz. net wt. Appl. states prev. reg. KK168811. NM: revision. © 3Dec62; KK172575.
- New, fresh ready-to-spread creamy fudge cake frosting. Frosts 2-layer or large loaf cake. Net wt. 14 oz. © 28Jan63; KK172578.
- New fresh ready-to-spread creamy vanilla cake frosting. Net wt. 14 oz. © 1Apr63; KK173840.
- New Pink 'n' Pretty white angel food mix with packet of pink coconut. 1 lb. 1 3/4 oz. net wt. © 8Apr63; KK173846.
- 9 quick, Snowflake dinner rolls. Net wt. 8.6 oz. © 26Nov62; KK171177.
- Oatmeal raisin cookies, slice 'n bake. Net wt. 1 lb. 3 oz. © 10Jul61; KK171190.
- Old family recipe, date bread mix. 1 lb. 1 oz. net wt. Appl. states prev. reg. KK162968. NM: additions & revisions. © 7Jan63; KK171176.
- Slice 'n bake chocolate nut cookies. Net wt. 1 lb. © 29Oct62; KK171191.
- Slice 'n bake coconut cookies with chocolate chunks. Net wt. 15 oz. © 29Oct62; KK171192.
- Sno Sheen cake flour bleached. Sour cream fudge cake. Net wt. 1 lb. 7 oz. Appl. states prev. reg. KK125234. NM: revision of art work. © 1Jun61; KK173834.
- Sno Sheen cake flour bleached. Southern pecan cake. Net wt. 1 lb. 7 oz. Appl. states prev. reg. KK125234. NM: revision of art work. © 1Jun61; KK173833.
- 10 Pillsbury buttermilk biscuits. Net wt. 8 oz. Appl. states prev. reg. KK150624. NM: revision of art work. © 8Jan62; KK173836.
- 10 Pillsbury, country style biscuits. Net wt. 8 oz. Appl. states prev. reg. KK153084. NM: revision. © 30Jul62; KK171181.
- 10 Pillsbury country style biscuits. Net weight 8 oz. Appl. states prev. reg. KK171181. NM: revision of art work. © 8Jan62; KK173837.
- 10 quick family style dinner rolls. Net wt. 8 oz. Appl. states prev. reg. KK161396. NM: revision of art work. © 19Nov62; KK173832.
- 10 quick, sesame twist dinner rolls. Net wt. 8 oz. © 15Oct62; KK171183.
- 12 five minute doughnuts with glaze. © 14Jan63; KK172577.
- 12 Parkerhouse quick dinner rolls. Net wt. 10.6 oz. © 29Nov62; KK173829.
- PILLSBURY CO. TIDY HOUSE PRODUCTS. See TIDY HOUSE PRODUCTS.
- PLACE HOMES, INC. © The Colony, colonial design No.1. (New American Classics) Appl. author: Applegate Advertising Agency, Inc. © 15Dec62; KK172064.
- From Place, homes that look good next to each other. The Williamsburg. (New American Classics) (In Practical builder; Mar. 1963, p.38A&B) Appl. author: Applegate Advertising Agency, Inc. NM: additions. © 1Mar63; KK172551.
- The Greenbriar, colonial design No.1. (New American Classics) Appl. author: Applegate Advertising Agency, Inc. © 15Dec62; KK172067.
- The Kingston, colonial design No.1. (New American Classics) Appl. author: Applegate Advertising Agency, Inc. © 15Dec62; KK172065.
- The Newport, Cape Cod design No.5. with garage. (New American Classics) Appl. author: Applegate Advertising Agency, Inc. © 15Dec62; KK172066.
- The Newport, colonial design No.1. (New American Classics) Appl. author: Applegate Advertising Agency, Inc. © 15Dec62; KK172068.
- The Newport, ranch design No.12. (New American Classics) Appl. author: Applegate Advertising Agency, Inc. © 15Dec62; KK172063.
- The Williamsburg, colonial design No.1. (New American Classics) Appl. author: Applegate Advertising Agency, Inc. © 15Dec62; KK172069.
- PLATT & MUNK CO., INC. © Poems for the children's hour. More than 500 favorite poems by famous authors. No.81. © 16May62; KK173232.
- POLAND BROS., INC. © Steinbach Company, Asbury Park, Red Bank, Cascade design. © 15Mar63; KK173652.
- POLLAK'S. Prize wheel. NM: compilation, revision & additions. © Pollak's & Pollak's East; 7Feb63; KK172407.
- POLLAK'S EAST. Prize wheel. See POLLAK'S.
- POMONA TILE MANUFACTURING CO. © Celadon green, new from Pomona tile. (In Tile and architectural ceramics, May 1963, p.2) Appl. author: Anderson-McConnell Advertising Agency, Inc. © 10May63; KK173503.
- New, Pomona Slimcap. The clean crisp lines of contemporary design can now be had in ceramic tile counter-tops. (In Tile and architectural ceramics, Apr. 1963, p.2) Appl. author: Anderson-McConnell Adv. Agency, Inc. © 10Apr63; KK173157.
- POND (A. H.) CO., INC. © Choosing your wedding rings. Keep-sake. [Bride seated with hands folded resting on arm of divan] NM: additions & revision. Appl. author: Conklin, Labs & Bebee, Inc. © 12Mar63; KK172325.
- POOL, LEE ROSS. See THYSSEN CO.
- POPOV DISTILLING CO. © Popov vodka, the quality is priceless, the price is right. (In San Jose mercury news, Sept. 4, 1962, p.42) Appl. author: Benton & Bowles, Inc. © 4Sep62; KK172038.
- You'll sell more customers at more profits with a big name vodka. (In Beverage retailer weekly, Apr. 29, 1963, p.13) Appl. author: Benton & Bowles, Inc. © 29Apr63; KK174179.
- PORTER (H. K.) CO., INC. CONNORS STEEL DIVISION. © Connors roof deck sub-purlins; design and application data. (Catalog no.103062) © 13Nov62; KK171838.
- POTLATCH FORESTS, INC. © Camellia mellorine vanilla. One half gallon liquid. © 5Feb62 (in notice: 1961); KK171500.

- POULTRY GUILD, INC. ©**
Lightly breaded parts of pre-cooked frying chicken. 9 4-piece halves packages. © 8Apr63; KK173260.
Sales booster no.63-HC1--63-HC2. These attractive perforated menu tabs will work wonders. © 8Apr63; KK173256-173257.
Sales booster no.63-SF1--63-SF2. These attractive perforated menu tabs will work wonders. © 8Apr63; KK173258-173259.
- POWERS (JOHN ROBERT) PRODUCTS CO., INC. ©**
The most luxurious gift you can give dry skin. John Robert Powers Moisture Control. (In The New Yorker, Nov. 18, 1961, p.81) Appl. author: Johnstone Advertising Agency. © 18Nov61; KK173777.
- PRENTICE-HALL, INC. CARR SPEIRS. See SPEIRS, CARR.**
- PRESSING SUPPLY CO. ©**
Ironing is a breeze on a Lady Presco. Teflon ironing board cover. © 28May63; KK173774.
Lovely Lady full size, scorch resistant, silicone cover. Style 3. © 3Apr63; KK172719.
- PRINCE MACARONI MANUFACTURING CO. ©**
Why square spaghetti? Square thin spaghetti. Net. wt. 15 ozs. Appl. author: Joseph Pellegrino. © 2Jan63 (in notice: 1962); KK171272.
- PRINCETON PRINT. CO. ©**
Piney-woods squirrel hunter and clerk with the brand new gun. Confederate infantryman. Illus.: Signed: Chas. Rodgers. © 6Feb62; KK171313.
They are a curious and most native stock. Confederate officer. Illus.: Signed: Chas. Rodgers. © 6Feb62; KK171314.
They were the glory of the race of rangers. Union officer. Illus.: Signed: Chas. Rodgers. © 6Feb62; KK171312.
Twenty years after Matthew Brady was recording his last official Civil War spectacular in the new medium of photography. Union cavalryman. Illus.: Signed: Chas. Rodgers. © 6Feb62; KK171311.
- PRINCIPLE BUSINESS ENTERPRISES, INC. ©**
Pillow-paws, the family slipper. Medium shoe sizes 7 to 9. Appl. author: Rus Stone Associates. © 5Oct62; KK172639.
- PROCTER & GAMBLE CO. ©**
Crisco oil, for salads, frying, baking. Net contents 1 gallon liquid. © 30Aug62; KK171261.
From accepted dental remedies. Crest toothpaste. (In Dental management, May 1963, p.4 of cover) © 1May63; KK173668.
Proof: Crest penetrates and protects enamel. Crest toothpaste. (In Dental management, Mar. 1963, p.2-3) © 1Mar63; KK173667.
Selected, fired, purified to create a unique abrasive. Crest toothpaste. (In Dental management, Feb. 1963, p.4 of cover) © 1Feb63; KK173666.
There were 34% fewer cavities with Crest, says Mrs. Robert Baker. Toothpaste. (In The Seattle times, Apr. 24, 1963, p.53) Appl. author: Benton & Bowles, Inc. © 24Apr63; KK174176.
There were 21% fewer cavities with Crest, says Patti Briscoe, Bloomington, Indiana. (In The Seattle times, Jan. 30, 1963, p.11) Appl. author: Benton & Bowles, Inc. © 30Jan63; KK172710.
- PROFESSIONAL DIVISION, LEHN & FINK PRODUCTS CORP. See LEHN & FINK PRODUCTS CORP. PROFESSIONAL DIVISION.**
- PROTEX-A-COTE, INC. ©**
The only exclusive dealer in this area. Never wax floors again, use new liquid plastic Porselon PT-100. Coupon. Promotion mailer. © 15Feb63; KK171744.
Porselon PT-100; crystal clear. One gallon U. S. measure. © 15Feb63; KK171743.
- PUBLIC SERVICE MESSAGE. ©**
Are you a dreamer? © Harold F. Ruffcorn d.b.a. Public Service Message; 24Dec62; KK171063.
Let there be light. © Harold F. Ruffcorn d.b.a. Public Service Message; 24Dec62; KK173305.
What's the matter with today? Frontier Village, your community minded shopping center. © Harold F. Ruffcorn d.b.a. Public Service Message; 6Jun63; KK173887.
Where are you going from here? © Harold F. Ruffcorn d.b.a. Public Service Message; 24Dec62; KK173306.
- PUCKETT SUPPLY CO., INC. ©**
Royal chenille grass sets, cot covers, chair covers ... sheets and pillow cases. Catalogue. © 1Apr62; KK171476.
- PULVERIZING MACHINERY. ©**
The improved precision engineered Mikro-Airlock. (Bulletin AL-2) © 11Nov62; KK173732.
New improved high performance design, jet action Mikro-Pulsaire dust collector. (Bulletin No.52D-1) NM: additions. © 25Apr63; KK174235.
- PUNCH-LOK CO. ©**
Punch-Lok high pressure hose clamps, locked for safety. © 30Apr63; KK173533.
- PUREX CORP., LTD. ©**
Heard about the new Magnetique doll? (In Profitunities, Sept. 1962, p.43) Appl. author: Foote, Cone & Belding. © 1Sep62; KK168704.
Now for women who like to linger in the bath, new golden SweetHeart soap works like a bath oil to help keep your skin from drying out while you bathe. (In Syracuse herald journal, July 11, 1962, p.10) © 11Jul62; KK170738.
- PUREX CORP., LTD. See CAMPANA CORP.**
- PURITY SALES CO.**
Purity for your health; Kewpel spring water sold here. Appl. author: Albert F. Neuhaus. © Purity Sales Co. & Kewpel Spring Water Co.; 3Mar63; KK174243.
- PURITY STORES, INC. ©**
Miracle D all purpose detergent. Giant size, net wt. 3 lbs. 1 oz. © 1Feb63; KK174279.
- PYCOPAY DIVISION, BLOCK DRUG CO., INC. See BLOCK DRUG CO., INC. PYCOPAY DIVISION.**
- Q**
- Q-TIPS, INC. ©**
Only Q-Tips come two ways. (In Parents' magazine & better homemaking, Sept. 1962, p.36) Appl. author: L. C. Gumbinner Advtg. Agency. © 25Aug62; KK170742.
Only Q-Tips cotton swabs come two ways. (In Parents' magazine & better homemaking, Nov. 1962, p.20) Appl. author: L. C. Gumbinner Advtg. Agency. © 25Oct62; KK170741.
Only Q-Tips cotton swabs come two ways, with regular firm sticks or new safety sticks that bend. (In True story, Nov. 1962, p.29) Appl. author: L. C. Gumbinner Advertising Agency. © 4Oct62; KK170775.
- QUAKER MAID KITCHENS, INC. ©**
Styled for years ahead. © 17Jan63; KK172025.
- QUAKER STATE OIL REFINING CORP. ©**
Quaker State lubrication recommendations, 1955-1963. Rev. ed. © 16Jan63; KK173006.
- QUALITY BAKERS OF AMERICA COOPERATIVE, INC. ©**
Fresh twist; Stroehmann Sunbeam bread in the new fresh twist wrap. (In The Evening news, Harrisburg, Pa., p.13) © 25Mar63; KK173545.
Good as all outdoors. Sunbeam ranch style by Stroehmann. (In Times-mirror, Warren, Pa., Feb. 13, 1963, p.10) © 13Feb63; KK172914.
Honest-to-goodness, New England bread. Dreikorn's Orange Wrap. [Girl watching mother slicing bread] (In Daily Hampshire gazette, Oct. 8, 1962, p.5) © 8Oct62; KK172891.
Honest-to-goodness, New England bread. Dreikorn's Orange Wrap. [Woman removing loaf of bread from oven] (In Springfield daily news, Oct. 22, 1962, p.3) © 22Oct62; KK172892.
Honor the past, serve the future. [Girl Scout; Mt. Rushmore in background] © 1Mar62; KK170894.
Hot diggety dog. Buns 'n rolls. © 1Jun62; KK170893.
- A legend goes modern, Grandma Schmidt's blue ribbon gets the pony tail wrapper. (In Public opinion, Chambersburg, Pa., Feb. 28, 1963, p.3) © 28Feb63; KK173543.**
- Now, deep baking brings out better flavor, deep down goodness in Batter Whipped Sunbeam. (In Waterbury American, Feb. 18, 1963, p.25) © 18Feb63; KK172915.**
- Now in one package, your 3 favorite varieties. Country Kitchen donuts. (In Bangor daily news, Feb. 14, 1963, p.7) © 14Feb63; KK172916.**
- Only Freihofer's has it; first you peel, then you seal to keep every slice fresh. Freihofer's Sunbeam. (In The Kingston daily freeman, Feb. 28, 1963, p.27) © 28Feb63; KK172917.**
- Sandwichmanship, it's batter whipped. © 1Jul62; KK170895.**
- The 7-day diet plan bread stays fresher than ever. Schmidt's Hollywood. (In Baltimore sun, Jan. 24, 1963, p.7F) © 24Jan63; KK172913.**
- Welcome back. Raymond's Butter Krust white bread for those who prefer home-style bread goodness. (In Waterbury republican-American, Waterbury, Conn., p.12) © 26Mar63; KK173542.**
- We've brought back a legend, and you'll love it, Grandma Schmidt's blue ribbon. (In Journal, Cumberland, Pa., Mar. 28, 1963, p.4) © 28Mar63; KK173544.**
- Why guess, when Batter Whipped Sunlite is guaranteed? (In San Jose news, Dec. 10, 1962, p.15) © 10Dec62; KK172893.**

QUALITY COSMETICS CORP. ©
All new 6 separate hair conditioning treatments in one. (In National beauty school journal, Sept. 1961, p.8) © 28Aug61; KK173194.
Clear your shampoo costs practically evaporate with Monique. Creme now improved especially for all shades, textures and processed hair, Monique Satiny. (In American hair-dresser, Sept. 1961, p.122-123) © 23Aug61; KK173222.

QUALITY PARK BOX CO. ©
Fairmont Cheerio, 6 ice cream bars. Net contents 6 confections, 2 1/2 fl. oz. each. © Quality Park Box Co. & Joe Lowe Corp.; 1Mar62; KK171323.
Popsicle, 6 twin treats; cherry. Net contents: confections 3 fl. oz. each. © Quality Park Box Co. & Joe Lowe Corp.; 1Mar62; KK171324.
Popsicle, 6 twin treats; pure orange flavor. Net contents: confections 3 fl. oz. each. © Quality Park Box Co. & Joe Lowe Corp.; 1Mar62; KK171325.

R

R & R PAPER CO. ©
Fun Time birthday pak. Each unit consists of 10 cups. © 22Dec59; KK172026.

R. M. C. I. See RONZONI MACARONI CO., INC.

RADEX CORP. ©
Helpful hints for sufferers of airborne irritants. Appl. author: Stevens & Kirkland, Inc. © 18Jun63; KK174309.

RAINBOW LAKE ESTATES, INC. ©
Big price rise coming. Your last chance to invest, retire, live in Florida's paradise. (In The South Bend tribune, Feb. 17, 1963, p.20) © 17Feb63 (in notice: 1962); KK174277.

Enjoy Florida's vacation paradise, every day of your life in this beautiful setting at Rainbow Lakes Estates. © 9Nov62; KK174278.

The Rainbow. Local news notes from Rainbow Lakes Estates. Vol.3 No.2. © 9Nov62 (in notice: 1963); KK174275.

20 model home plans; planning your dream home in beautiful Rainbow Lakes Estates at Dunnellon, Florida. © 9Nov62 (in notice: 1963); KK174276.

RAMBUSCH DECORATING CO. ©
Rambusch Par-aid. Secure mounting of Par lamps with universally adjustable features. Appl. author: Edward V. A. Rambusch. © 7Mar63; KK173265.
Rambusch wall urns. Appl. author: Edward V. A. Rambusch. © 3May63; KK173264.

RANDOM HOUSE ENTERPRISES, INC. ©
Babar and his friends. Il gioco dell'altalena. Un gioco della produzione, Adriano Meregalli. Italy, Milton Bradley. Cover. © 1May62; KK171612.

RANKIN, JOHN H. ©
Just For Kicks New Frontier. © 26Apr63; KK173277.

RAPID CIRCULAR PRESS, INC. ©
Bargains for the 4th. © 28Mar63; KK173107.

Certified & the go go White Sox, a great combination. Catch of the week. © 28Mar63; KK173108.
Happy new year; liquors. © 28Mar63; KK173104.
Mother's Day specials; fresh fruits & greens; fresh meats. © 28Mar63; KK173105.
Shopping at, store name, is so fashionable. © 28Mar63; KK173106.
You don't have to fish around for bargains. © 28Mar63; KK173109.

RASKAS, ANN. ©
Butter mint candies, the aristocrat of confections. © 25Jan63; KK173063.
Butter rum candies, the aristocrat of confections. © 25Jan63; KK173064.
Creme de menthe candies, the aristocrat of confections. © 25Jan63; KK173065.
Raspberry rum candies, the aristocrat of confections. © 25Jan63; KK173066.
REALISTIC PRODUCTS CO. ©
Kick a field goal, action game and trainer. Instructions. © 10Jan63; KK170976.

RED HEART CAT FOOD DIVISION, JOHN MORRELL & CO. See MORRELL (JOHN) & CO. RED HEART CAT FOOD DIVISION.

RED HEART DOG FOOD DIVISION, JOHN MORRELL & CO. See MORRELL (JOHN) & CO. RED HEART DOG FOOD DIVISION.

RED OWL STORES, INC. ©
Deluxe devil's food cake mix. Net wt. 1 lb. 3 oz. Appl. author: William Barker. © 12Dec62; KK171983.

Deluxe spice cake mix. Net wt. 1 lb. 3 oz. Appl. author: William Barker. © 12Dec62; KK171986.

Deluxe white cake mix. Net wt. 1 lb. 3 oz. Appl. author: William Barker. © 12Dec62; KK171984.

Deluxe yellow cake mix. Net wt. 1 lb. 3 oz. Appl. author: William Barker. © 12Dec62; KK171985.

Farmdale sweet cream butter. One lb. net wt. Appl. author: Clarendon B. Nelezen. © 4Feb63; KK172049.

Ten buttermilk biscuits. Net weight 8 oz. Appl. author: Bernard Flynn. © 21Feb63; KK172170.

Ten homestyle biscuits. Net weight 8 oz. Appl. author: Bernard Flynn. © 21Feb63; KK172070.

REFLECTOR HARDWARE CORP. ©
800 System exploded views of gondolas, half gondolas, walls. © 23Jan63; KK171271.

REGAL KNITWEAR CO., INC. ©
I'm not really a princess. Girl in grey sweater with jacquard pattern. (In Vogue, Aug. 1962, p.37) © 15Aug62; KK170727.

I'm not really a princess. Girl with white sweater with cobblestone knit. (In The American girl, Aug. 1962, p.25) © Regal Knitwear Co. Inc., k.a. Regal Knitwear; 1Aug62; KK170995.

REID, J. ©
The science of radio advertising. © 26Dec62; KK171025.

REILY (WILLIAM B.) & CO., INC. ©
Instant Luzianne coffee and chicory. 6 oz. © 15Mar63; KK172282.

RELSKY (L.) & CIE. ©
Bloody Mary? RRRRRRelska.vodka. (In Mobile press register, Sept. 26, 1962, p.3B) Appl. author: Benton & Bowles, Inc. © 26Sep62; KK172031.

RENNIKS PRODUCTS CO. ©
Factory fresh Ren-Blok packing for Skinner type B and similar type oil well stuffing boxes. 1 1/4" size. Contents 2 sets in ren-seal packages. © 23Mar63; KK173750.
Factory fresh Ren-Cones with ren-wiper cone packing for Hercules and similar type oil well stuffing boxes. 3 3/8" x 1 1/8" size. Each set contains 2 Ren-Cones. © 23Mar63; KK173754.
Factory fresh Ren-Rat-Blok block type packing for Ratigan and similar type oil well stuffing boxes. 1 1/8" size. Contents 2 Bloks in ren-seal packages. © 23Mar63; KK173751.
Factory fresh Ren-Rat-Pak segment type packing for Ratigan and similar type oil well stuffing boxes. 1 1/4" size. Contents 2 sets in ren-seal packages. © 23Mar63; KK173752.
Factory fresh Ren Rings; packing for oil well stuffing boxes, piston & plunger pumps, centrifugal pumps. 2 1/4" x 1 1/8" size. Contents 15 sets in ren-seal packages. © 23Mar63; KK173753.

REPUBLIC MOLDING CORP. ©
Another original of the Polly-Flex line that builds sales and profits. Kaddy-Carrier. Appl. author: Elon C. Olson. © 3Dec62; KK170898.

Designed to serve usefully, functionally. The Polly-Flex Kaddy-carrier will save a housewife many steps. (In Housewares review, Feb. 1963, p.7) Appl. author: Richard P. Kruse. © 4Feb63; KK172403.

15-million housewives will see the Polly-Flex polyethylene kaddy carrier advertised in February, March, April, May ... Sunset Magazine. Appl. author: Elon C. Olson. © 3Dec62; KK170897.

Give your sales volume a new lift with -- Polly-Flex kaddy carrier. Appl. author: Elon C. Olson. © 26Dec62; KK170900.

Industrial compartment tray with dividers. Stock no.163T. Appl. author: Elon C. Olson. © 11Feb63; KK172935.

The kaddy bin, 270.765 cubic inches of instant storage space. (In Housewares review, Nov. 1962, p.7) Appl. author: Roche, Rickerd, Henri, Hurst, Inc. © 27Oct62; KK171232.

New Polly Flex Kaddy Carrier, to carry a thousand and one various things, the handiest most practical time & work saver for home & industry. Appl. author: Richard P. Kruse. © 6Feb63; KK172327.

New, see-through Crisper. This famous quality Polly Flex Crisper with the unique and practical see through design makes food storage so easy. Appl. author: Richard P. Kruse. © 6Feb63; KK172326.

The 1 1/2 in. turn that Polly-Flex made work; mix'n match Republic new pantrywares. (In Housewares review, Oct. 1962, p.4) Appl. author: Roche, Rickerd, Henri, Hurst, Inc. © 8Oct62; KK171831.

The original Freezettes plus a new dispenser pack. (1963 Freezette promotion) Appl. author: Elon C. Olson. © 2Jan63; KK170899.

Originals, that build sales and profits. Polly-Flex. Hamper. Appl. author: Roche, Rickerd, Henri, Hurst, Inc. © 20Nov62; KK170901.

Save time, save money, save steps with Republic's all new Kaddy carrier. Stock no.233. Appl. author: Elon C. Olson. © 11Feb63; KK172936.

REPUBLIC MOLDING CORP.-Con.

This takes the cake, and keeps it fresh 'n moist for days. Polly-Flex. (In Ladies' home journal, Dec. 1962, p.96) Appl. author: Roche, Rickerd, Henri, Hurst, Inc. © 27Nov62; KK171231.

RESILLO PRESS PAD CO. ©

Your press is only as good as its padding. Monelo and Soft-Flamnel. © 1Dec62; KK171611.

RESTONIC CORP. ©

Silver anniversary special. Mattress. (In Today's health, Jan. 1963, p.5) Appl. author: Bozell & Jacobs, Inc. © 30Dec62; KK170991.

This mattress has a vital difference. Orthotonic Triple Cushion mattress. (In Good housekeeping, May 1963, p.SW178d) © 18Apr63; KK174044.

REVLON, INC. ©

Because Revlon believes that more women should have the chance to see a dramatic change in their skin, now the price of Eterna 27 is 6.00. (In Women's wear daily, Jan. 23, 1963, p.6) © 23Jan63; KK174194.

Diaper rash; who suffers more, your baby or you? Medicated Baby Sili-care. (In Parents' magazine, Oct. 1961, p.21) Appl. author: Warwick & Legler, Inc. © 10Oct61; KK173739.

For the countless women who are already getting dramatic results from this astonishing skin cream ... Revlon announces a special 3-month size of Eterna 27 at a significant saving. (In New York Journal American, Sept. 23, 1962, p.29-L) © 22Sep62; KK172794.

For the woman who could weep because her skin beauty is drying out. Moon Drops. (In The New Yorker, Sept. 15, 1962, p.7) © 13Sep62; KK171148.

Isn't it just like Revlon to whip up a hand lotion so luxurious you love it all over? Aquamarine lotion. (In The New Yorker, Jan. 19, 1963, p.5) © 17Jan63; KK174195.

It's never been so easy, so safe, so satisfying for young mothers to camouflage grey. Color Up, cream tinting rinse. (In True story, Nov. 1962, p.11) © 8Oct62; KK172795.

Make up your mind to make up your eyes with color. Eye makers a la carte. (In McCall's, Mar. 1961, p.15) Appl. author: Warwick & Legler, Inc. © 20Feb61; KK172675.

The moments he cannot forget are those intimate moments with you. (In Seventeen, Feb. 1963, p.11) © 1Feb63; KK174191.

A most extraordinary fragrance now in a refillable spray mist. Intimate. (In Mademoiselle, Mar. 1963, p.12) © 1Mar63; KK174190.

My face never felt so clean, my skin never looked so clear. Revlon Clear and Clear. (In Woman's day, Oct. 1961, p.5) Appl. author: Warwick & Legler, Inc. © 10Oct61; KK173738.

New from Revlon, a medicated treatment make-up that visibly improves your skin. Natural Wonder. (In Life, Mar. 15, 1963, p.17) Appl. author: Warwick & Legler, Inc. © 11Mar63; KK172546.

Only one man in a hundred knows how to get up in the morning. That Man, a man's man cologne. (In Playboy, Dec. 1962, p.34) © 15Nov62; KK172797.

Revlon spins your world around with new summertime colors to write home about. Sugar-coats, Revlon's new way to go in frosted nail enamels. (In Seventeen, Aug. 1961, p.6-7) Appl. author: Warwick & Legler, Inc. © 1Aug61; KK173736.

Scientists proved it the most significant skin cream discovery of our time; now women like you are actually seeing ... Eterna 27 by Revlon. (In Town & country, Sept. 1962, p.19) © 5Sep62; KK171149.

She said she never would but look, she did. Color Up cream tinting rinse. (In McCall's, Sept. 1963, p.13) © 21Aug61; KK174192.

Simply delicious, what a look this is. It's the dewy-look of Revlon Touch-and-Glow the moisturizing make-up. (In Vogue, Sept. 1, 1961, p.40) Appl. author: Warwick & Legler, Inc. © 1Sep61; KK173740.

Stop overspraying your hair. New Revlon Living Curl gives your hair more hold in every spray. (In Seventeen, Aug. 1961, p.17) Appl. author: Warwick & Legler, Inc. © 1Aug61; KK173737.

Suddenly, a gift of endless possibilities. Intimate, by Revlon, cherished as one of the world's seven great fragrances. (In Vogue, Dec. 1962, p.7) © 1Dec62; KK172798.

The Ultima collection of cosmetics by Revlon; dedicated to the woman who spends a lifetime living up to her potential. (In Playbill, Sept. 10, 1962, center spread) © 10Sep62; KK171145.

Until a youth potion is discovered; Ultima, the precious cream. (In Vogue, Nov. 1960, p.29) © 1Nov60; KK171626.

When there's no time to fuss but you want to look fabulous. Love-Pat, the complete compact make-up. (In Mademoiselle, Apr. 1963, p.33) © 1Apr63; KK174193.

When there's no time to fuss but you want to look fabulous. Love-Pat, the complete make-up in a compact. (In Good housekeeping, Nov. 1962, p.21) © 18Oct62; KK172796.

RHODES REFRIGERATION, INC. ©

Rhodes Bake N Serv. Frozen dough. We make it, mom bakes it. Appl. author: Herbert Cecil Rhodes. © 9May63; KK174115.

RICHARDS MANUFACTURING CO. ©

SMO femoral prostheses, now available in millimeter sizes for accurate fit to acetabulum. Appl. author: Harry T. Treace. © 29Apr63; KK173153.

SMO stainless steel pistons, as designed for Dr. T. Manford McGee. No. 1285FD piston forming die. Appl. author: J. Don Richards. © 25Feb63; KK171875.

Teflon piston as designed by Dr. John Shea. Larkin hand footplate instruments. Appl. author: Harry T. Treace. © 13May63; KK173385.

RIEGEL PAPER CORP. ©

B & H egg farm, grade A, medium eggs. One dozen. (Design 297-L) © 14Dec62; KK171317.

Blue boy chocolate marshmallow ice cream. One half gallon liquid. Design no.2032. © 29Jan63; KK171427.

Cage eggs; superior brand, grade A large. One dozen. (Design no.296) © 18Dec62; KK173410.

Fike's ice cream; vanilla. One half gallon liquid. (Design no.2041) © 3Jun63; KK174173.

Hess Brothers premium brand grade A, large eggs. (Design no.298-L) © 17Dec62; KK171316.

Mar Lee ice cream, vanilla. Design no.2031. One-half gallon liquid. © 6Mar63; KK172361.

Seamless stretch exquisite hosiery. (Pl-3) © 1Jul62; KK172292.

Stafford's ice milk; vanilla. One half gallon liquid. (Design no.2027) © 15Nov62; KK171310.

RIGER, ROBERT.

Will he be a magician with the ball like Bob Cousy? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.

Will he roll strike after strike like Buzz Fazio? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.

Will she be a winner like Patty Berg? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.

Will she be as great a player as Althea Gibson? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.

RIO RANCHO ESTATES, INC. ©

Amazing land bargain at sunny Albuquerque, New Mexico. (In Extension magazine, Nov. 1962, p.43) © 1Nov62; KK174265.

Amazing land bargain at sunny Albuquerque, New Mexico. (In Field & stream, Feb. 1963, p.115) © 1Feb63; KK174245.

Amazing land bargain say thousands. (In Dallas times-herald, Feb. 3, 1963, p.8-E) © 3Feb63; KK174254.

Available after 400 years, valuable acreage on old Spanish land grant. (In Chicago sun times, Aug. 12, 1962, p.3) © 12Aug62; KK174257.

Available after 400 years, valuable acreage on old Spanish land grant. (In San Antonio light, Nov. 25, 1962, p.28A) © 25Nov62; KK174261.

Come see Rio Rancho Estates, Albuquerque's amazing land bargain. (In Albuquerque journal, Mar. 3, 1963, p.A-14) © 3Mar63; KK174258.

For investment or retirement, amazing \$1 down land bargain at sunny Albuquerque, New Mexico. (In New York times, Sept. 16, 1962, p.12-E) © 16Sep62; KK174255.

Here's the most sensational Southwest land offer. (In The American rifleman, Oct. 1962, p.92) © 10Oct62; KK174269.

Here's why 2,400 families who saw this sunshine paradise bought homesites and thousands more are buying by mail with confidence. (In The Sunday enterprise, Beaumont, Tex., Feb. 24, 1963, p.6-A) © 24Feb63; KK174252.

How small investors may make over 100% land profits every year. (In Diners' club magazine, Oct. 1962, p.8) © 10Oct62; KK174253.

How to make big money in today's Southwest land boom. (In The Hartford courant, Sept. 23, 1962, p.12C) © 23Sep62; KK174251.

Live, retire, in the land of year-round springtime. (In Ambler gazette, Mar. 7, 1963, p.14) © 7Mar63 (in notice: 1962); KK174266.

Live, retire in the land of year-round springtime. (In Sun-times, Chicago, Jan. 27, 1963, p.11) © 27Jan63 (in notice:1962); KK174267.

Never again need you swelter in the summer. (In The Indianapolis times, Aug. 26, 1962, p.34) © 26Aug62; KK174264.

- No more raw, bitter winters for you. (In Sunday gazette mail, Charleston, W. Va., Jan. 27, 1963, p.9C) © 27Jan63 (in notice: 1962); KK174262.
- Planning your future dream home in beautiful Rio Rancho Estates at Albuquerque, New Mexico. 20 model home plans. © 1Nov62 (in notice: 1963); KK174250.
- Population explosion at sunny Albuquerque, New Mexico creates amazing land profit opportunity for small investor. (In Playboy, Nov. 1962, p.164) © 1Nov62; KK174246.
- Ride, hunt, fish, swim, golf, boat, ski, relax, retire, live better, live longer in the wonderful sunny Southwest. (In Dallas times herald, Dec. 9, 1962, p.16-F) © 9Dec62; KK174256.
- Some day that land down there may make us rich. (In The Houston chronicle, Sept. 9, 1962, p.14) © 9Sep62; KK174263.
- Special report on utilities and other features at Rio Rancho Estates. © 1Nov62 (in notice:1963); KK174247.
- This \$1 option certificate controls rights to land valued at up to \$2795. (In The Houston chronicle, Feb. 10, 1963, p.8) © 10Feb63; KK174260.
- Your own western-size ranch estate for sunshine, year-round living. (In Empire state mason, Sept. 1962, p.21) © 1Sep62; KK174268.
- Your own western-size ranch estate for sunshiny, year-round living. Amazing land bargain at sunny Albuquerque, New Mexico. © 1Nov62; KK174249.
- Your own western-size ranch estate for sunshiny, year-round living. Amazing land bargain at sunny Albuquerque, New Mexico. © 1Nov62 (in notice: 1963); KK174248.
- Your own western-size ranch estate in the land of year-round springtime. (In Independent press-telegram, Long Beach, Calif., Mar. 17, 1963) © 17Mar63; KK174259.
- RIVER BRAND RICE MILLS, INC. ©**
New, new, new, now there's an instant rice that's light & tender, never sticky & ready in just 5 minutes. (In The Toledo times, Jan. 24, 1963, p.4) Appl. author: Foote, Cone & Belding. © 24Jan63; KK172606.
- ROCK OF AGES CORP.**
I will carve your dearest memories in stone and sign my work with this proud Sealmark. Illus.: Signed: Norman Rockwell. (In The Saturday evening post, Mar. 23, 1963, p.8-9) © Rock of Ages a.a.d.o. Rock of Ages Corp.; 20Mar63; KK172724.
- ROCKET PICTURES, INC. ©**
Guided film missiles, Rocket Pictures, Inc. AuViCation. (In Business screen, p.47) © 15Mar63; KK173229.
- ROCKWELL, NORMAN.**
I will carve your dearest memories in stone. See ROCK OF AGES CORP.
- ROCKY MOUNTAIN DENTAL PRODUCTS CO. ©**
Band technique instruments; first of a series of RM instruments. Gene Kramer, art. (In American journal of orthodontics, Feb. 1963, p. opposite back cover) © 15Feb63; KK172564.
- Why orthodontics? Public understanding and respect for dentistry is most important today. Gene Kramer, art. (In American journal of orthodontics, Feb. 1963, p.3 of cover) © 15Feb63; KK172566.
- ROCKY MOUNTAIN METAL PRODUCTS CO. ©**
Check list of equipment. Gene Kramer, art director. (In American journal of orthodontics, Oct. 1962, p.3 of cover) © 15Oct62; KK172565.
- RODALE, J. I. ©**
L'ete de la St. Martin, by Henri Meilhac & Ludovic Halevy. (Rodale French theatre) © 18Feb63; KK173724.
- La grammaire, by Eugene Labiche & Alphonse Jolly. (Rodale French theatre) © 18Feb63; KK173672.
- RODGERS, CHARLES.**
Piney-woods squirrel hunter and clerk with the brand new gun. See PRINCETON PRINT. CO.
- They are a curious and most native stock. See PRINCETON PRINT. CO.
- They were the glory of the race of rangers. See PRINCETON PRINT. CO.
- Twenty years after Matthew Brady was recording his last official Civil War spectacular in the new medium of photography. See PRINCETON PRINT. CO.
- ROEGELEIN PROVISION CO. ©**
Next to scrambled eggs, there's nothing like Roegelein Signature Quality smokets. (In San Antonio news, May 14, 1963, p.3-D) Appl. author: Clay Stephenson Associates, Inc. © 14May63; KK174222.
- RONSON CORP. ©**
How many of these can you get out of a lighter without refueling? (In Esquire, Dec. 1962, p.2-3 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 15Nov62; KK174236.
- Ronson introduces a butane lighter as slim as the cigarette it lights. Veraflame Adonis. (In Playboy, June 1963, p.31) Appl. author: Doyle Dane Bernbach, Inc. © 28May63; KK173694.
- Ronson introduces, remarkable new candles. They never burn down. Veraflame gas candles. (In Bride & home, summer issue, p.81) Appl. author: Doyle Dane Bernbach, Inc. © 13Apr63; KK173556.
- Turn the flame up or down to light anything that smokes. Veraflame gas lighters. (In Playboy, May 1963, p.29) Appl. author: Doyle Dane Bernbach, Inc. © 29Apr63; KK173549.
- RONZONI MACARONI CO., INC. ©**
20% protein enriched macaroni elbows. No.35. Net wt. 8 oz. © 14Dec62; KK172011.
- 20% protein enriched spaghetti. No.8. Net wt. 8 oz. © 14Dec62; KK172012.
- ROSAUER'S SUPERMARKETS, INC. ©**
Play lucky bite. (In The Spokesman review, Spokane, Feb. 14, 1963, p.32) © 14Feb63; KK173408.
- ROSKAM CO. GLORYBLOOM GARDEN PRODUCTS.**
See GLORYBLOOM GARDEN PRODUCTS.
- ROSS, ALEX.**
The Scotch they prefer in Scotland. See DREYFUS, ASHBY & CO.
- ROSS LABORATORIES. ©**
Pediatric procedure; intermittent infant gavage feeding; oral catheter insertion procedure. Appl. author: Ann E. Forts. © 22Jan63; KK172239.
- ROSS MANUFACTURING CO. ©**
Safe-hi, safety nets designed for missile sites and all construction and maintenance work. © 15Sep62; KK171456.
- Save this card and remove a tire when you need a washer for your hose. NM: revision of picture. © Ross Manufacturing Co.; 12Jun63; KK174218.
- ROTHMAN (HARRY) INC.**
Almost as fast as a man in space. (In New York times, May 27, 1963, p.26) © Harry Rothman, Inc. (in notice: Harry Rothman); 27May63; KK173686.
- Big game for the man who knows quality. (In New York times, June 4, 1963, p.24) © Harry Rothman, Inc. (in notice: Harry Rothman); 4Jun63; KK173782.
- The carriage trade still comes here. They have an enormous selection of the very newest fashions. (In New York times, Apr. 23, 1963, p.18) © 23Apr63; KK173055.
- A funny thing happened on the way from the forum. Hand-tailored luxury Italian silk suits. (In The New York times, June 18, 1963, p.14) © Harry Rothman, Inc. (in notice: Harry Rothman); 18Jun63; KK174151.
- Important notice to quality-minded men. Dacron and worsted suits. (In The New York times, June 11, 1963, p.14) © Harry Rothman, Inc. (in notice: Harry Rothman); 11Jun63; KK173916.
- Rare album on exhibit at Rothman's. Hand-tailored luxury Italian silk suits. (In The New York times, May 21, 1963, p.14) © Harry Rothman, Inc. (in notice: Harry Rothman); 21May63; KK173720.
- You'll see all the stars in Rothman's famous planetarium. (In New York times, May 7, 1963, p.28) © Harry Rothman, Inc. (in notice: Harry Rothman); 7May63; KK173567.
- ROY (ROSS) INC. ©**
Things to do in case of a traffic accident. Folder. © 8Mar63; KK172084.
- ROYAL CROWN COLA CO. ©**
You go fresher with RC, goingest cola of the leading three. [Endorsed by Jerry Lewis] (In Family circle, July 1963, p.73) Appl. author: D'Arcy Advertising Co. © 18Jun63; KK174305.
- You go fresher with RC, goingest cola of the leading three. (In Family circle, Apr. 1963, p.15) Appl. author: D'Arcy Advertising Co. © 20Mar63; KK172872.
- You go fresher with RC, goingest cola of the leading three. (In Look, Feb. 26, 1963, p.63) Appl. author: D'Arcy Advertising Co. © 26Feb63; KK172417.
- You go fresher with RC, goingest cola of the leading three. (In Woman's day, June 1963, p.81) Appl. author: D'Arcy Advertising Co. © 21May63; KK173456.
- ROYAL MCBEE CORP. ©**
For sale or lease. You can buy Royal Electric typewriters outright, of course. (In Banking, Oct. 1961, p.139) © 24Sep61; KK173848.
- RUBBERMAID, INC. ©**
Coronado litter basket; obey litter-bug laws. No.12-2989. © 15Mar63; KK172363.
- Coronado litter box; handy for litter, tissue, maps ... cigarettes. No.12-2884. © 15Mar63; KK172364.
- Dinnerware rack organizes complete service for ten. No.6211. © 2Jan63; KK171163.

RUBBERMAID, INC.-Con.

- Dust pan, can't scratch floor or furniture. Item no.2003. Catalog page. © 1Apr63; KK173933.
- FP display program for housewares retailers. 6' x 4' fixture, no.0806. Catalog page. © 20May63; KK173932.
- Jar scraper, for narrow bottles & jars. No.1903. © 23Jan63; KK171161.
- Krystaliner front floor kar-rug. No.1711. © 23Apr63; KK174031.
- Krystaliner rear floor kar-rug. No.1712. © 23Apr63; KK174030.
- Rubbermaid slide-out lid rack, organizes, stores and protects big 'n little lids. No.2313. © 17May63; KK173534.
- Spatula, a must for every kitchen. No.1904. © 23Jan63; KK171162.

RUBINSTEIN (HELENA) INC. ©

- Acclaimed in France, now made in this country; Helena Rubinstein's amazing Herbessence Skin Life Cream. (In Harper's bazaar, Mar. 1963, p.70-73) © 28Feb63; KK172605.
- Everything's coming up tulips; new, Helena Rubinstein's Tulip Fashion Stick. (In Vogue, Apr. 1, 1963, p.48) © 1Apr63; KK172532.
- It's fabulous, all the teen stars used Helena Rubinstein's make-up in the movie Bye bye Birdie. Free to 50 winners, a Princess phone in your own room. Clear and Lovely. (In Ingenue, May 1963, p.13 & 15) © 21May63; KK173709.
- It's fabulous, we all used Helena Rubinstein's make-up in the movie Bye bye Birdie. Free to 50 winners, a Princess phone in your own room. Clear and Lovely. [Endorsed by Ann-Margret] (In Seventeen, May 1963, p.101 & 103) © 30Apr63; KK173708.
- New, deep moisture treatment duet, Helena Rubinstein's Skin Dew beauty offer; 9.00 value now 5.00. (In Ladies' home journal, Nov. 1960, p.93) © 27Oct60; KK172004.
- New, the first mascara and lash builder in one. Long-Lash. (In Beauty fashion, May 1963, p.59) © 10May63; KK173936.
- Now 5,157 women report on Helena Rubinstein's Ultra Feminine, the face cream that starts you looking younger today. (In The New York Times, Nov. 4, 1962, p.103) © 4Nov62; KK171009.
- Start today to end dry skin with Helena Rubinstein's Skin Dew. (In The New Yorker, Feb. 9, 1963, p.91) © 9Feb63; KK171715.
- Why is Vis a Vis the most talked about perfume in 20 years? (In Glamour, Feb. 1963, p.52) © 17Jan63; KK172604.

RUDD-MELIKIAN, INC. ©

- Add to summer profits with R-M Ice-A-Cup. (In Vend, Feb. 15, 1963, p.72-73) Appl. author: Harris D. McKinney, Inc. © 15Feb63; KK172701.
- Full-Line universal food vendor, a completely new, practical concept in automated food service. (In Vend, Jan. 15, 1963, p.15-30) Appl. author: Harris D. McKinney, Inc. © 15Jan63; KK170954.
- Machine flexibility and beverage product quality. Brew-A-Cup 754. (In Vend, Mar. 15, 1963, p.142-143) Appl. author: Harris D. McKinney, Inc. © 15Mar63; KK172700.

- New, simplified brewing system adds to the growing list of Brew-A-Cup profit advantages. (In American automatic merchandiser, May 1963, p.50-51) Appl. author: Harris D. McKinney, Inc. © 15May63; KK174034.
- Quality is the word for R-M food and beverage products, quality specifically for vending machine consumption. (In Vend, Jan. 1, 1963, p.11-16) Appl. author: Harris D. McKinney, Inc. © 1Jan63; KK170955.

RUDOR CORP. WESTERN PLASTIC PRODUCTS.
See WESTERN PLASTIC PRODUCTS.

RUFFCORN, HAROLD F. See PUBLIC SERVICE MESSAGE.

S

SE&P CO., INC. See SENTINEL BAG & PAPER CO., INC.

S.B., INC. See SUNLITE BAKERY, INC.

S. L. CO. See SCIENTIFIC LUBRICANTS CO.

SAALFIELD PUB. CO. ©

- All in one box; 20 activity books. No.6071. © 10May63; KK173643.
- Sewing card carnival; 18 tickets to fun. No.6079. © 6May63; KK173644.
- Stencil toy box; stand-up punchout figures & shapes. No.6081. © 6May63; KK173645.
- Strike, an exciting bowling game. No.7560. © 6May63; KK173641.

SAFE-T PACIFIC BAKING CO.

- Scoopy's Safe-T cones. 12 ice cream cones. © Safe-T Pacific Baking Co., a subsidiary of Illinois Baking Corp.; 12Jun57 (in notice: 1955); KK171505.
- Scoopy's Safe-T crazy cones; giant crazy pack. (24 crazy cones) 24 ice cream cones. © 11Jun57 (in notice: 1955); KK171139.
- Scoopy's Safe-T cups; giant economy pack. 24 ice cream cups. © Safe-T Pacific Baking Co., a subsidiary of Illinois Baking Corp.; 31Jan56 (in notice: 1955); KK171140.
- Scoopy's Safe-T cups self dispensing box. 12 ice cream cups. © 13Apr62; KK171245.
- Scoopy's Safe-T midget cups. 24 midget ice cream cups. © 3Jul58 (in notice: 1955); KK171250.
- Scoopy's Safe-T rainbow cups; assorted colors and flavors. 12 ice cream cups. © 27Feb57 (in notice: 1955); KK171246.

SAFE-T PACIFIC CO. ©

- New tuff tip Scoopy reinforced flexible straws for hot or cold drinks; 40 jumbo straws. © 2Jan62; KK171453.
- Scoopy's flexible straws. 40 straws, for cold or hot drinks. © 14Feb61 (in notice: 1959); KK171248.
- Scoopy's Safe-T cones; economy pack. 24 ice cream cones. © 27Jan57 (in notice: 1955); KK171141.
- Scoopy's Safe-T cups. 12 ice cream cups. © 24Jul57 (in notice: 1955); KK171252.
- Scoopy's Safe-T 8 pak cone cups. © 15Mar61 (in notice: 1955); KK171249.
- Scoopy's Safe-T old fashioned sugar cones. 12 rolled cones. © 22Sep58 (in notice: 1955); KK171251.

- Scoopy's Safe-T rainbow cones; assorted colors and flavors. 12 ice cream cones. © 1Apr57 (in notice: 1955); KK171247.

ST. REGIS PAPER CO. ©

- Cartonology, new power in the market place. (In Package engineering, Jan. 1963, p.36-37) Appl. author: Cunningham & Walsh, Inc. © 4Jan63; KK171327.
- This Christmas, invites you to be a guest at your own party. © 19Mar63; KK173601.
- This fall, invites you to be a guest at your own party. © 19Mar63; KK173602.
- This summer, invites you to be a guest at your own patio party. © 19Mar63; KK173604.
- While machines produce cartons, it takes Cartonology to produce ideas and sales by devising the carton that protects your product most effectively. (In Package engineering May 1963, p.106 & 107) Appl. author: Cunningham & Walsh, Inc. © 1May63; KK173505.
- You're invited to be a guest at your own party. © 19Mar63; KK173603.

ST. REGIS PAPER CO. GULF CARTON DIVISION. ©

- Dixie Girl neapolitan ice milk. One half gallon liquid. (Design no.317-G) Appl. author: Warren G. Tyk. © 25Jan63; KK171309.
- Happy Valley premium ice cream; vanilla. Contents one half gallon liquid. (Design no.316-G) Appl. author: Thomas L. Lang, Jr. © 27Sep62; KK171306.
- Miss Liberty ice cream; vanilla. One half gallon liquid. (Design no.314) Appl. author: Warren G. Tyk. © 13Jun62; KK171308.
- Ward's frozen delight ice milk; vanilla. Contents one half gallon liquid. (Design no.315) Appl. author: Thomas L. Lang, Jr. © 3Aug62; KK171307.

SAKRETE, INC.

- Sakrete mixes, the do-it-yourselfer's best friends. See CAMPBELL PRODUCTS.

SALLACH, H. J.

- Intermediary metabolism. Gilson Medical Electronics. NM: revisions. © H. J. Sallach & R. W. McGilvery; 15Apr63; KK173343.

SANITARY SOAP CO., INC. ©

- Headquarters for hand cleaners. © 1Feb63; KK172353.

SARATOGA THOROUGHBRED RACING CENTENNIAL, INC. ©

- Saratoga Racing Centennial 1863-1963. © 12Dec62; KK170575.

SARONG, INC. ©

- Across-cross the country, Sarong puts the towel test on TV. (In Women's wear daily, Oct. 11, 1962, p.18-19) Appl. author: Young & Rubicam, Inc. © 11Oct62; KK172463.
- At last, a bra designed to fit the active woman; Sarong criss-cross bra. © 11Jan63; KK172390.
- At last, a bra designed to fit the active woman; Sarong criss-cross bra. © 11Jan63; KK172396.
- At last, a bra designed to fit the active woman; Sarong criss-cross bra. HC-BRA. © 11Jan63; KK172401.
- Created for fashion's youthful trim lines, new Sarong criss-cross long leg party girdle. © 11Jan63; KK172394.

Created for fashion's youthful trim lines, Sarong criss-cross long-leg panty girdles. STR-LLG. © 11Jan63; KK172389.

Criss-cross bra; longer life, Stretch-Ever spandex elastic, machine washable. © 7Dec62; KK170799.

Criss-cross bra for the active woman. © 18Mar63; KK174067.

Criss-cross design; let's you move, keeps you smooth in this all new lightweight Spandex, Jr., girdle and panty girdle. © 5Apr63; KK174063.

Criss-cross, full length, long-line bra. © 7Dec62; KK170798.

Criss-cross, 3/4 length, long-line midriff bra. © 7Dec62; KK170796.

First time ever sale, P. N. Practical Front, by Sarong, elastic top corsets. © 11Jan63; KK172392.

For a smooth, unbroken line of fashion, Sarong's new criss-cross, long-line bra with fashion waistband. © 2Nov62; KK170795.

Have you tried the Sarong towel test? No.428. © 11Jan63; KK172397.

Have you tried the towel test? Sarong criss-cross girdles and panty girdles. © 11Jan63; KK172400.

Introducing the new, cool, light Sarong, Jr., spandex criss-cross girdle and panty girdle. Style no.54. © 5Apr63; KK174065.

Introducing the Sarong criss-cross zipper girdle in Stretch-Ever spandex elastic. Style no.404. © 5Apr63; KK174064.

It's magic, Sarong's criss-cross; let's you move, keeps you smooth. © 2Nov62; KK170792.

Look, calories lighter in your P. N.; P. N. Practical Front modern elastic top corsets. © 11Jan63; KK172393.

Never before, a light, cool cotton bra with the comfort and freedom of an all elastic bra; introducing the new Sarong criss-cross cotton bra. Style 403. © 5Apr63; KK174066.

Never before, a light cool cotton bra with the comfort and freedom of an all-elastic bra; new Sarong criss-cross cotton bra. © 5Apr63; KK174062.

New Sarong criss-cross, pull-on girdle; longer life, Stretch-Ever spandex elastic, machine washable. © 7Dec62; KK170803.

New Sarong criss-cross pull on long leg panty girdle. © 28Feb63; KK172399.

New Sarong criss-cross, pull-on, panty girdle. © 7Dec62; KK170801.

New Sarong criss-cross waistline, pull-on girdle; longer life, Stretch-Ever spandex elastic, machine washable. © 7Dec62; KK170802.

New Sarong criss-cross waistline, pull-on, long leg panty girdle. © 7Dec62; KK170797.

New Sarong criss-cross waistline, pull-on, panty girdle. © 7Dec62; KK170800.

New Sarong criss-cross zipper girdle. © 28Feb63; KK172398.

New Sarong criss-cross zipper girdle. (STR-404) © 5Apr63; KK174069.

Now, for the first time, summer mesh in pink and white; P. N. Practical Front. © 11Jan63; KK172391.

Only Sarong has a criss-cross spandex bra for all your fashion needs. No.400. © 2Nov62; KK170794.

Prove to yourself how this panty girdle controls and shapes with so much more freedom and comfort; only Sarong waistline pull-on long

leg panty girdle gives you exclusive criss-cross action. © 11Jan63; KK172395.

TV price reduction sale; Sarong criss-cross, Stretch-Ever spandex, pull-on girdles and panty girdles. No.121 girdle. © 2Nov62; KK170793.

Why does Sarong call it a butterfly collar? It's new, it's unique, it's a girdle collar. (In Women's wear daily, Nov. 15, 1962, p.27) Appl. author: Young & Rubicam, Inc. © 15Nov62; KK172462.

Women will come to you criss-cross eyed. (In Women's wear daily, Oct. 4, 1962, p.14-15) Appl. author: Young & Rubicam, Inc. © 4Oct62; KK172461.

SAVINGS & LOAN FOUNDATION, INC. © Not a penny lost. Insured Savings and Loan Associations. (In Reader's digest, Jan. 2, 1963) Appl. author: McCann-Erickson, Inc. © 21Dec62 (in notice: 1963); KK174105.

2 out of 5 U. S. homes are owned debt-free. Insured Savings and Loan Associations. (In Newsweek, May 20, 1963, p.14) Appl. author: McCann-Erickson, Inc. © 14May63; KK174106.

Yes, there is a foolproof investment. Insured Savings and Loan Associations. (In Newsweek, Mar. 11, 1963, p.76) Appl. author: McCann-Erickson, Inc. © 5Mar63; KK174096.

SAWYER'S, INC. © Authentic stereo photographs of the War Between the States from the files of the Library of Congress. View-Master 21 stereo pictures in black & white. © 10Oct61; KK172584.

SCARVES BY VERA, INC. The Charleston garden, Vera's pearls are the pick of the season. © Vera a.a.d.o. Scarves by Vera, Inc.; 1Aug62; KK174025.

SCHENLEY DISTILLERS CO. © Challenge by the champion, bowl 8 strikes, win a 1/2 gallon of the bourbon with the winning ways; Champion Bourbon full 8 years old. (In Bowling press, Dec. 7, 1962, p.8) Appl. author: Norman, Craig & Kummel, Inc. © 7Dec62; KK171551.

Challenge by the champion; no bourbon can match. Champion bourbon. (In Tacoma news tribune, Dec. 3, 1962, p.A-8) Appl. author: Norman, Craig & Kummel, Inc. © 3Dec62; KK172858.

Challenge by the champion, no bourbon can match 8 year old Schenley Champion Bourbon. (In TV guide, Nov. 17, 1962, p.A-21) Appl. author: Norman, Craig & Kummel, Inc. © 17Nov62; KK171550.

Challenge by the champion; no whiskeys can match. Champion bourbon. (In Atlanta constitution, Nov. 2, 1962, p.16) Appl. author: Norman, Craig & Kummel, Inc. © 2Nov62; KK172861.

Daily reminder, dinner for the boss, order his whiskey; Schenley. (In TV guide, Feb. 9, 1963, p.A-17) Appl. author: Norman, Craig & Kummel, Inc. © 9Feb63; KK171541.

During National Tavern Month we're making sure your customers ask for these old friends. (In Observer, Apr. 29, 1963, p.11) Appl. author: Norman, Craig & Kummel, Inc. © 29Apr63; KK173566.

Enjoy the sunny morning flavor of Schenley Reserve. (In New Jersey labor herald, Feb. 1, 1963, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 1Feb63; KK172597.

Famous products from Schenley, the house of aged whiskies. (In Club review, Nov. 1962, p.13) Appl. author: Norman, Craig & Kummel, Inc. © 1Nov62; KK171552.

First with ideas to ring up sales. Schenley Reserve. (In Beverage media, Nov. 1962, p.66-68) Appl. author: Norman, Craig & Kummel, Inc. © 1Nov62; KK171034.

Have you made the discovery? Schenley Satin. (In The Detroit news, Oct. 22, 1962, p.13A) Appl. author: Norman Craig & Kummel. © 22Oct62; KK170806.

Her age is a secret, ours isn't. Imported O.F.C. Canadian whiskey. (In The Washington post, Apr. 5, 1963, p.A14) Appl. author: Norman, Craig & Kummel, Inc. © 5Apr63; KK173287.

If they're out of imported O. F. C., I'm going on the wagon. (In The New Yorker, Sept. 29, 1962, p.4 of cover) Appl. author: Norman, Craig & Kummel, Inc. © 29Sep62; KK171386.

If you could buy the oldest finest Canadian whisky at the price of brands 2 to 6 years younger, wouldn't you? Imported O.F.C. Schenley. (In The Boston globe, Apr. 5, 1963, p.19) Appl. author: Norman, Craig & Kummel, Inc. © 5Apr63; KK173495.

Imported O. F. C.; oldest, finest Canadian whisky, 8 or 12 years old. (In Omaha world herald, Nov. 2, 1962, p.34) Appl. author: Norman, Craig & Kummel, Inc. © 2Nov62; KK171366.

Imported O. F. C., 8 & 12 years old; the season's outstanding whisky gift. (In Michigan beverage news, Dec. 3, 1962, p.8) Appl. author: Norman, Craig & Kummel, Inc. © 3Dec62; KK171384.

Imported O.F.C. 8 or 12 years old from Valleyfield, Quebec to the U. S. A. (In Philadelphia bulletin, Feb. 7, 1963, p.24) Appl. author: Norman, Craig & Kummel, Inc. © 7Feb63; KK171915.

Imported O. F. C. 8 or 12 years old is packaged and priced to move fast right off your shelves. (In Liquor store, Nov. 1962, p.6-7) Appl. author: Norman, Craig & Kummel, Inc. © 1Nov62; KK171033.

Let's put it right on the barrel head. Age makes Schenley whiskies taste better. (In Dave Morgan's trading post, Sept. 1962, p.1) Appl. author: Norman, Craig & Kummel, Inc. © 1Sep62; KK171035.

Make it a profitable holiday, serve Schenley Reserve with all the trimmings. (In Michigan beverage news, Nov. 5, 1962, p.25) Appl. author: Norman, Craig & Kummel, Inc. © 5Nov62; KK171549.

Many contenders, but still only two champions. No whisky can match Champion bourbon in age, quality and smoothness. (In San Antonio Texas light, Apr. 27, 1963, p.11) Appl. author: Norman, Craig & Kummel, Inc. © 27Apr63; KK173564.

Most tasteful gift of the year. Schenley Reserve. (In Albany knickerbocker news, Nov. 20, 1962, p.16B) Appl. author: Norman, Craig & Kummel, Inc. © 20Nov62; KK171116.

New profit twist, Schenley Satin. (In Michigan beverage news, Oct. 15, 1962, p.13) Appl. author: Norman, Craig & Kummel, Inc. © 15Oct62; KK171369.

Now an extra shot of profit in every bottle, Champion Bourbon Kentucky straight bourbon whiskey, now full 10 years old. (In Ohio tavern news, Nov. 27, 1962, p.3) Appl. author: Norman, Craig & Kummel, Inc. © 27Nov62; KK171673.

SCHENLEY DISTILLERS CO.-Con.

Now an extra shot of profit in every bottle, Champion Bourbon Kentucky straight bourbon whiskey, now full 10 years old. (In the Observer, Nov. 19, 1962, p.9) Appl. author: Norman, Craig & Kummel, Inc. © 19Nov62; KK171674.

Now you make a big \$3.31 a fifth, \$2.07 a pint; up goes your profit on imported O. F. C. 12 years old. (In Beverage retailer weekly, Nov. 5, 1962, p.14-15) Appl. author: Norman, Craig & Kummel, Inc. © 5Nov62; KK171387.

O.F.C. The season's outstanding imported whiskey gift. (In Tacoma news tribune, Nov. 29, 1962, p.D-12) Appl. author: Norman, Craig & Kummel, Inc. © 29Nov62; KK171548.

Schenley Reserve, most profitable gift of the year. Hallmark decanter. (In Michigan drug journal, Nov. 1962, p.28) Appl. author: Norman, Craig & Kummel, Inc. © 1Nov62; KK171118.

Schenley Reserve, the life of your party. (In The Morning telegraph, May 11, 1963, p.12) Appl. author: Norman, Craig & Kummel, Inc. © 11May63; KK173565.

Schenleygram; Schenley Reserve, the life of your party. (In Michigan beverage news, Apr. 1, 1962, p.23) Appl. author: Norman, Craig & Kummel, Inc. © 1Apr63; KK172857.

Taste the sunny morning flavor of Schenley Reserve. (In Daily racing form, Oct. 27, 1962, p.21) Appl. author: Norman, Craig & Kummel, Inc. © 27Oct62; KK171385.

This space is worth \$ to you. O.F.C. adds still another exclusive to its already long list of product advantages, the Impulse Sales Case. Appl. author: C. P. Englehardt. © 27Feb61; KK172598.

This year, give imported O. F. C., 8 & 12 years old. (In The Hartford courant, Nov. 23, 1962, p.29) Appl. author: Norman, Craig & Kummel, Inc. © 23Nov62; KK173003.

Tonight taste the sunny morning flavor of Schenley Reserve. (In World Series program, Oct. 1962, p.16) Appl. author: Norman, Craig & Kummel, Inc. © 10Oct62; KK171153.

We took your customer's wish. Schenley Reserve. (In Connecticut beverage journal blue book, Feb. 1963, p.11) Appl. author: Norman, Craig & Kummel, Inc. © 1Feb63; KK171762.

When a label counts, it's imported O. F. C. (In The New Yorker, Oct. 27, 1962, p.4 of cover) Appl. author: Norman, Craig & Kummel, Inc. © 27Oct62; KK171114.

Whoo? Yes who but Schenley Satin at a full 86 proof with no increase in price. (In Bangor daily news, Feb. 15, 1963, p.3) Appl. author: Norman, Craig & Kummel, Inc. © 15Feb63; KK171918.

Why are retailers everywhere making more profits with the imported Canadian aged longer to taste better? (O. F. C. making more profits) (In Liquor store, Sept. 1962, p.24) Appl. author: Norman, Craig & Kummel, Inc. © 1Sep62; KK171036.

Yes, give Sir John, but give it only to special people. (In Evening express, Portland, Me., Nov. 19, 1962, p.22) Appl. author: Norman, Craig & Kummel, Inc. © 19Nov62; KK171367.

SCHENLEY IMPORTS CO. ©

C'est si bon, c'est Dubonnet. [Endorsed by] Robert Clay. (In Show, Mar. 1963, p.120) Appl. author: Norman, Craig & Kummel, Inc. © 1Mar63; KK173679.

Dubo, Dubon, Dubonnet, s'il vous plait. (In Massachusetts beverage journal, Dec. 1962, p.53) Appl. author: Norman, Craig & Kummel, Inc. © 1Dec62; KK171032.

Dubonnet continues to pour it on. 27 sales building TV spots weekly. (In Beverage retailer weekly, Jan. 7, 1963, p.10) Appl. author: Norman, Craig & Kummel, Inc. © 7Jan63; KK173278.

Dubonnet saturates the market. 38 sales building spots a week, every week feature and display Dubonnet red and Dubonnet blonde. (In Beverage retailer weekly, Oct. 29, 1962, p.7-A) Appl. author: Norman, Craig & Kummel, Inc. © 29Oct62; KK173279.

Every retailer wants a famous name to sell at a price. So here it is. Ron Carioca Puerto Rican rum. (In Beverage retailer weekly, Apr. 1, 1963, p.9) Appl. author: Mogul, Williams & Saylor. © 1Apr63; KK173812.

A gourmet's guide to Cherry Heering profits; taste-tempting ad campaign in 28 top magazines, builds your hi-profit Cherry Heering sales. (In Package store management, Jan. 1963, p.3 of cover) Appl. author: Otto Kleppner. © 1Jan63; KK171542.

If you're with it, you know. Dubonnet Aperitif wine. [Endorsed by] Dick Gregory. (In Show, Mar. 1963, p.12) Appl. author: Norman, Craig & Kummel, Inc. © 1Mar63; KK173677.

Imported Canadian Order of Merit, the first and only 15 year old Canadian whisky. (In Beverage media, metro ed., Nov. 1962, p.253) Appl. author: Otto Kleppner. © 1Nov62; KK170804.

Imported gift spectacular; Order of Merit, the only 15 year old imported whisky. (In The Wall Street journal, eastern ed., Nov. 27, 1962, p.18) Appl. author: Otto Kleppner. © 27Nov62; KK170805.

Imported MacNaughton Canadian whisky introduces the great new 2 full quart duo-pack. (In Southern beverage journal, Mar. 1963, p.Florida 3) Appl. author: Otto Kleppner. © 1Mar63; KK172856.

Imported MacNaughton Canadian whisky introduces the great new 2 full quart duo-pack. (In The Washington post, Mar. 5, 1963, p.A9) Appl. author: Otto Kleppner. © 5Mar63; KK172931.

Imported MacNaughton Canadian whisky, the only leading Canadian that gives you a holiday decanter. (In The Cleveland press, Nov. 13, 1962, p.C10) Appl. author: Otto Kleppner. © 13Nov62; KK171115.

Now sell a full quart for the price of other leading Canadian fifths. Imported MacNaughton Canadian whisky. (In Beverage industry news, Apr. 15, 1963, p.6) Appl. author: Otto Kleppner. © 15Apr63; KK173563.

Profit from the wonderful world of Schenley Imports. White Label Dewar's Scotch whisky. (In Southern beverage journal, Nov. 1962, p.4 of cover) Appl. author: Otto Kleppner. © 1Nov62; KK171154.

Profit-minded bartenders pour Cherry Heering and make \$17.72 on every bottle. (In Bar management, Dec. 1962, p.4 of cover) Appl. author: Otto Kleppner. © 1Dec62; KK171540.

Schenley Imports brings you prestige products from the four corners of the earth. (In The Control state review, Feb. 1963, p.10) Appl. author: Otto Kleppner. © 1Feb63; KK171916.

She found Paris in New York; Dubonnet aperitif wine. [Endorsed by Monique Van Vooren] (In Show, Dec. 1962, p.16) Appl. author: Norman, Craig & Kummel, Inc. © 1Dec62; KK171554.

These Parisian beauties are making Dubonnet profits for you, selling Dubonnet red and Dubonnet blonde. (In Package store management, Sept. 1962, p.4 of cover) Appl. author: Norman, Craig & Kummel, Inc. © 1Sep62; KK171037.

Two famous stars meet on Broadway; Dubonnet aperitif wine. [Endorsed by Kitty Kallen] (In Show, Nov. 1962, p.92) Appl. author: Norman, Craig & Kummel, Inc. © 1Nov62; KK171553.

White Label Dewar's Scotch whisky. Give the Scotch whiskey whose quality never varies. (In Wall Street journal, Pacific ed., Nov. 19, 1962, p.5) Appl. author: Otto Kleppner. © 19Nov62; KK171555.

White Label Dewar's Scotch whisky; here's a very special holiday gift. (In Wall Street journal, Pacific ed., Dec. 3, 1962, p.10) Appl. author: Otto Kleppner. © 3Dec62; KK171543.

White Label, Dewar's scotch whisky. Giant price reduction on 1/2 gallons. (In Evening star, Washington, May 10, 1963, p.A-3) Appl. author: Otto Kleppner. © 10May63; KK173681.

White Label Dewar's, the Scotch whisky that never varies. (In Wall Street journal, eastern ed., Nov. 9, 1962, p.18) Appl. author: Otto Kleppner. © 9Nov62; KK171031.

SCHICK, INC. ©

Now Schick has invented the world's fastest home hair dryer, so relax and enjoy it. New Schick Petite Salon hairdryer [sic] (In Seventeen, May 1963, p.15) Appl. author: Norman, Craig & Kummel, Inc. © 30Apr63; KK172887.

SCHLITZ (JOSEPH) BREWING CO. ©

The brown bottle. Why did it make the beer taste better? (In Life, Dec. 1, 1961, p.23) © 27Nov61; KK174186.

Gusto, what does it mean, anyway? (In Life, Jan. 18, 1963, p.99) © 18Jan63; KK171080.

Our home town, and how it got into our slogan. Schlitz, the beer that made Milwaukee famous. (In The Saturday evening post, Oct. 21, 1961, p.95) © 17Oct61; KK173161.

Real gusto in a great light beer. (In Honolulu star bulletin, Apr. 12, 1962, p.5) © 12Apr62; KK171944.

Real gusto in a great light beer. (In The Honolulu advertiser, Apr. 26, 1962, p.A6) © 26Apr62; KK172235.

Real gusto in a great light beer. [Man holding empty glass] (In Life, Jan. 25, 1963, p.7) © 25Jan63; KK171164.

Real gusto in a great light beer. [Woman holding empty glass] Outdoor poster. © 28Dec62; KK171352.

72 out of 100 men recognized this shape, do you? (In The New Yorker, Nov. 18, 1961, p.127) © 16Nov61; KK174187.

- SCHMID (JULIUS) INC. ©**
Physician's prescription pad.
Vagisec. NM: "new textual matter".
© 24Jun63; KK174280.
Would you want your daughter to run the risk, doctor? The elegant new Ramses kit. © 13May63; KK173818.
- SCHMITT (H. G.) INC. ©**
Schmitt's German chocolate cake; needs no baking, defrost & serve.
Net wt. 16 ozs. © 1Feb63; KK171766.
- SCHOFIELD MANUFACTURING CO. ©**
Over 1000 now available. Schofield 3 in 1 Sco-Pan replacement panels.
© 15May63; KK173745.
3 in 1 Sco-Pan panels; Instal-O-Guide shows what they are, where they go.
Wall poster. © 28Jan63; KK171714.
- SCHREINER'S GARDENS. ©**
You just can't beat iris. Appl. author: Sweeney, Krist & Dimm.
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- SCHWECKE, J. H.**
Something really new; a kit for making real blueprints, the Blueprinter. See CLARK, A. J.
- SCHWEPPE (U. S. A.) LTD. ©**
Bartenders bitter lemon coloring book. Appl. author: Ogilvy, Benson & Mather, Inc. © 1Aug62; KK171143.
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No. 711 Motor Mica heat resisting compound, in powder form. Appl. author: Grace J. Gill. © 3Jan63; KK171654.
Solve your toughest lubrication problems, get better lubrication efficiency; just add Motor Mica. (Bulletin 34) Appl. author: Grace J. Gill. © 3Jan63; KK171637.
- SCOTT, G. GILBERT. ©**
Every child needs basic essential arithmetic. © 10Oct62; KK172116.
- SCOTT (O. M.) & SONS. ©**
Halts users report remarkable success against crabgrass. (In Look, Nov. 22, 1960, p.114) © 8Nov60; KK171328.
- SCOTT PAPER CO. ©**
New magic oval box, Scotties white facial tissues. (Package for Scotties tissues) © 30Jan61 (in notice: 1960); KK173294.
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International favorite, Scottish Majesty, king of Scottish whisky. (In TV guide, Jan. 19, 1963, p.17) Appl. author: Mogul, Williams & Saylor, Inc. © 19Jan63; KK171761.
King size profits; Scottish Majesty, king of Scotch whisky. (In Beverage retailer weekly, Feb. 4, 1963, p.8) Appl. author: Mogul, Williams & Saylor, Inc. © 4Feb63; KK173807.
Only 10 days left for king size profits. Scottish Majesty, king of Scotch whisky. (In Beverage retailer weekly, Jan. 21, 1963, p.4-5) Appl. author: Mogul, Williams & Saylor, Inc. © 21Jan63; KK174224.
- SEALY, INC. ©**
All new foam rubber Posturepedic. Relaxes you, never relaxes its support. (In The American home, May 1963, p.15) Appl. author: Earle Ludgin & Co. © 25Apr63; KK173392.
- Anniversary celebration; save with these two great mattresses. (In Life, Jan. 25, 1963, p.16-17) Appl. author: Earle Ludgin & Co. © 21Jan63; KK173168.
Now you get Sealy's famous healthful support in your choice of comforts, Sealy Posturepedic. (In Today's health, Sept. 1962, p.3) Appl. author: Earle Ludgin & Co. © 31Aug62; KK171943.
Pure luxury, pure Posturepedic: Sealy's Imperial 200. (In Ladies' home journal, May 1963, p.107) Appl. author: Earle Ludgin & Co. © 20Apr63; KK173940.
Sale, Sealy twin bed sets. (In House beautiful, Feb. 1963, p.20-21) Appl. author: Earle Ludgin & Co. © 20Jan63; KK172147.
Save \$5.00 on this lounge in bed luxury, famous Posture-Prop; you're so good to yourself ... with a Sealy Posturepedic. (In American home, Oct. 1962, p.23) Appl. author: Earle Ludgin & Co. © 20Sep62; KK171941.
Shop Sealy's 82nd anniversary sale. Shop here for maple headboard sets. (In House & gardens, Mar. 1963, p.66) Appl. author: Earle Ludgin & Co. © 20Feb63; KK172667.
Sumptuous for your bed and your back. (In Good housekeeping, Oct. 1962, p.192) Appl. author: Earle Ludgin & Co. © 18Sep62; KK171942.
When the otherwise normal, healthy patient complains of discomfort and backache, many doctors suggest a Sealy Posturepedic mattress. (In MD, Feb. 1963, p.182) Appl. author: Earle Ludgin & Co. © 1Feb63; KK172146.
You save, you win in these two great events, Sealy's anniversary mattress sale. (In Life, Jan. 25, 1963, p.16-17) Appl. author: Earle Ludgin & Co. © 21Jan63; KK171993.
Your morning is as good as your mattress. Posturepedic. (In The Reader's digest, June 1963, p.287) Appl. author: Earle Ludgin & Co. © 21May63; KK173939.
Your morning is as good as your mattress; Sealy Posturepedic. (In Ebony, Apr. 1963, p.111) Appl. author: Earle Ludgin & Co. © 19Mar63; KK172665.
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- SEARS, ROEBUCK AND CO. ©**
Exclusive patented tread makes Sears Allstate express cargo truck tires safer and last longer than any other truck tire, at any price. (In Fleet owner, Dec. 1962, p.5) © 3Dec62; KK173139.
- SEEMAN (JAMES) STUDIOS, INC. ©**
Flowering cascade. © 17Sep62; KK172137.
Harbor view, lower Manhattan Island. © 17Sep62; KK172134.
Main street, U. S. A. © 17Sep62; KK172138.
Roofs of Paris. © 17Sep62; KK172133.
Rounding the mark. © 17Sep62; KK172135.
Venetian spring. © 17Sep62; KK172136.
- SELCHOW & RICHTER CO. ©**
The Fairy Tale game. No.52. © 8May63; KK173943.
Selright chess for juniors. No.48. © 11Mar63; KK173723.
- SENTINEL BAG & PAPER CO., INC. ©**
Chinese food. © 4Feb63; KK171320.
Delicious tasty donuts, fresh daily. © 3Jan63; KK171243.
A meal in itself; Hoagie ... kept kitchen fresh by this insulated bag. © 7Mar63; KK172080.
- SERTA ASSOCIATES, INC. ©**
Limited sale; new, improved, 1963 Serta-Posture mattresses at last winter's low low prices. (In Life, Jan. 11, 1963, p.6) Appl. author: Tatham-Laird, Inc. © 11Jan63; KK172474.
To 9,000,000 women who may buy the wrong mattress this year. (In McCall's, May 1963, p.48-49) Appl. author: Tatham-Laird, Inc. © 23Apr63; KK174229.
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Bring along the extra fun of Seven-Up. (In Sports afield, May 1963, camping insert, p.123) Appl. author: J. Walter Thompson Co. © 25Apr63; KK173970.
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Feast on plus sales with 7-Up and festive foods. Chuckles from the route. © 1Feb63; KK172415.
For fun and flavor, rainbow your Seven-Up floats. (In Look, June 18, 1963, p.68-69) Appl. author: J. Walter Thompson Co. © 4Jun63; KK173967.
Get the right mixture with 7-Up all package availability. Chuckles from the route. © 2Jan63; KK171125.
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How big is the 7-Up float? Chuckles from the route. © 3Jun63; KK174215.
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Look for new prospects, everywhere. Chuckles from the route. © 1Apr63; KK172720.
Need an after ski lift? This is it, the quick, fresh lift. (In Life, Jan. 18, 1963, p.48) Appl. author: J. Walter Thompson Co. © 16Jan63; KK171443.

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- 7-Up, the man's mixer for those who enjoy the subtle taste of vodka. (In Sports Illustrated, May 13, 1963, p.21) Appl. author: J. Walter Thompson Co. © 9May63; KK173969.
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- SEVERSON, JOHN. ©
Ride the surf. Exciting, fun for all ages, educational, entertaining. © 25Oct62; KK172807.
- SHEAFFER (W. A.) PEN CO. ©
Here, use my Sheaffer, starts writing when you do. (In The Reader's Digest, Mar. 1963, p.237) Appl. author: Margaret R. Jostedt. © 1Mar63; KK172157.
- Sheaffer's new pen with a new sales force in every box. (In The National stationer, Feb. 1963, p.2) Appl. author: Hal Gieseking. © 1Feb63; KK172809.
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- When you wear a TV set on your wrist, you can still be writing with your 1963 gift, the Sheaffer Lifetime fountain pen. (In The Reader's Digest, May 1963, p.142) Appl. author: Hal Gieseking. © 1May63; KK174311.
- SHEAFFER PEN CO. ©
Here, use my Sheaffer. You can fill this \$1.95 cartridge pen anywhere. (In Senior scholastic, May 8, 1963, p.2 of cover) Appl. author: Hal Gieseking. © 8May63; KK174307.
- SHEHAN (DICK) CO.
Get your merchandise free. Free time. © Luther Shehan d.b.a. Dick Shehan Co.; 9Mar63; KK173330.
- SHERWATT EQUIPMENT & MANUFACTURING CO., INC. ©
The case for Intercrip wire cloth. © 15Apr63; KK174133.
- Everything in wire cloth. © 15Apr63; KK174134.
- SHORTHAND SPEED-BUILDER. ©
Shorthand Speed-Builders. SSB-1001. © 16Dec62; KK170841.
- SHOWER DOOR CO. OF AMERICA. ARCHITECTURAL MANUFACTURING CO. OF AMERICA. See ARCHITECTURAL MANUFACTURING CO. OF AMERICA.
- SHULTON. ©
Crossroads: that time in your life when you become unhappy with your hair; trust Technique, the color conditioner. (In Glamour, Feb. 1963, p.124) Appl. author: Benton & Bowles, Inc. © 22Jan63; KK172707.
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- Trust Technique, the color conditioner, to solve all 7 of these hair problems. (In Good housekeeping, Mar. 1963, p.38-39) Appl. author: Benton & Bowles, Inc. © 21Feb63; KK172709.
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Now, from two exciting worlds comes luggage like you've never seen before, Horizon by Samsonite made of 100% bonded fiberglass. (In Life, Jun. 6, 1960, p.62-63) Appl. author: Grey Advertising, Inc. © 1Jun60; KK173039.
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Water purifier instantly removes iron rust, sulphur odors, chlorine, etc., from city and well water. © Frank Sibert d.b.a. Sibco; 24Dec62; KK172114.
- SIBERT, FRANK. See SIBCO.
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- SILVERTONE UNDERGARMENT CO., INC. ©
Trois fois jolie. © 21Feb63; KK172788.
- SIMMONS CO. ©
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- SIMPLICITY PATTERN CO., INC. ©
Count on Penney's all combed woven cotton gingham checks. Mother, 4930; daughter, 4968. Poster. © 1Mar63; KK172316.
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- You can have a sewing expert, a fashion authority, a whole colorful fashion show come to your house for three years for only \$2.50, Simplicity fashion magazine. © 1Apr63; KK173143.
- SINGER MANUFACTURING CO. ©
Faster than ever basting, single thread chainstitching. New Singer 452K1 single-needle, drop feed machine for light to heavyweight fabrics. © 3Apr63 (in notice: 1962); KK172367.
- For high-speed zig-zag lockstitching of light and medium weight fabrics; Singer 457G1 and 457G5 machines with fully automatic lubrication. © 3May63; KK173201.
- Spotlight on speed; new Singer 281-1, ultra high speed, single-needle, lockstitch machine. © 11Jan63 (in notice: 1962); KK171155.
- This patented air-cooled hook helps make these new ultra high speed Singer 281 machines. © 26Apr63; KK172368.
- SKINNER (S. P.) CO., INC. ©
Party hibachi, with new Sparkcoal charcoal. © 3Feb63; KK173771.
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The material distinction is Skinner. Adelaar, specialists in beautiful shirts, choose Skinner fabrics. (In The New Yorker, Sept. 10, 1960, p.122) © 10Sep60; KK171259.
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- SMETHPORT SPECIALTY CO. ©
Billy the kiddy; Magna-color. Model no.19. © 12Apr63; KK172881.
- Fuzzy fable folks. Use the magic magnet wand to draw the hair, whiskers and eyebrows. Model no.15. © 12Apr63; KK172883.
- The hare and the tortoise, delightful laugh provoking competitive action game. Model 64. Ages 3 thru 11. © 15Apr63; KK172999.
- Lil squirt magnetic board. Model 39. © 15Apr63; KK173001.
- The magic bunny; Magna-color. Model no.21. © 12Apr63; KK172880.
- Magnetic Margie, the attractive stand up doll with the magnetic personality. Model no.25. © 15Apr63; KK173000.
- Magniks; 6 powerful permanent magnets at your command to hop, skip, jump, attract, repel, balance, and maneuver. Model no.31. © 12Apr63; KK172878.
- Millie the model; Magna-color. Design new hats and hairdos for Millie. Model no.23. © 12Apr63; KK172879.
- Wooly westerners; colorful magnetic personalities. Draw whiskers, hair and eyebrows with the powerful permanent magnetic pencil. Model no.17. © 12Apr63; KK172882.
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Suede sweater patches, very soft and easy to sew on. No.624. One pair. © 15Apr63; KK173122.
- SMITH (HAROLD L.) DRIVER IMPROVEMENT INSTITUTE, INC. ©
The Smith system of no accident driving. Appl. author: Harold L. Smith. NM: revision. © 10Dec62; KK172800.
- SMITH PRODUCTS.
En Garde, sanitary napkin guard. © Hannah J. Smith d.b.a. Smith Products or Smiths Products; 13Feb63; KK173780.
- SNOW CHEF, INC. ©
Baby lima beans. Net weight 2 1/2 pounds. Appl. author: Pollock Paper Co. © 13Feb63 (in notice: 1962); KK171802.
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- SOJOURN PRODUCTIONS, INC. ©
The match game, based on the fun packed TV show. For ages 10 to adult. 4320. [By] Milton Bradley Co. © 11Jan63; KK172966.
- SOLAR LIGHT MANUFACTURING CO. ©
Airlume Agitair. © 26Feb63; KK172073.
- SONNENSCHNEIN, ALEXANDER. ©
Idea pad. © 16Dec55; KK172195.
- SOUTHERN COMFORT CORP. ©
Barmate, home bartenders' guide to expert drink mixing. (In Playboy, June 1963, p.35-46) © 16May63; KK173539.
- SPALDING (A. G.) & BROS., INC. TOY TINKERS DIVISION. ©
Carnival tinker zoo. No.737. 147 pieces. © 22Feb63; KK173295.
- Circus tinker zoo. No.747. 222 pieces. © 22Feb63; KK173296.
- Toy maker. No.434, beginners model kit for boys and girls ages 2 to 8. © 25Feb63; KK173299.
- Toy maker. Set no.454, beginners model kit for boys and girls ages 2 to 8. © 25Feb63; KK173297.
- Toy maker. Set no.474, beginners model kit for boys and girls ages 2 to 8. © 25Feb63; KK173298.
- SPANJER BROS., INC. ©
Command attention the economical way with colorful, permanent, easily installed and maintained plastic letters and signs. © 5Apr63; KK173124.
- SPARKOMATIC CORP. ©
Dual pattern Straight H, world's fastest floor shift conversion. Appl. author: Edgar W. Almquist, Jr. © 8Feb63; KK173976.

SPARKOMATIC CORP.-Con.

Power-Shift floor conversion for automatics. Appl. author: Edgar W. Almquist, Jr. © 1Jan63 (in notice: 1962); KK173974.

Roller Shift inline floor shifter. Appl. author: Edgar W. Almquist, Jr. © 3Jun63; KK173977.

Show 'n go shift knob, a product of Sparkomatic. Appl. author: Edgar W. Almquist, Jr. © 1Apr63; KK173587.

Supertach transistorized tachometer. Model no. ST12N8. Appl. author: Edgar W. Almquist, Jr. © 1Jan63 (in notice: 1962); KK173975.

SPECIAL GAME CO.

Mr. & Mrs., five exciting different games for showers, luncheon, coffee. © Delbert S. Clark d.b.a. Special Game Co.; 21Jan63; KK171630.

Mom 'n Dad, five exciting different games for baby showers. © Delbert S. Clark d.b.a. Special Game Co.; 21Jan63; KK171631.

SPECTRO-MATIC ASSOCIATES OF AMERICA, INC.

Imagine the magic sound of color. Spectro-matic colors, the world's most beautiful paint colors. Appl. author: William R. Williams, Inc. © Spectro-Matic Associates of America, Inc. (in notice: Spectro-Matic Associates, Inc.); 1Dec62; KK171601.

Musical spectrums. Appl. author: William R. Williams, Inc. © 1Dec62; KK171008.

SPEEDRITE PRODUCTS, INC. ©

Make an impression, add magic to your displays. Appl. author: N. R. Cline. © 15Jun63; KK174170.

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Stop, look, and listen to this. S-H 6. © Carr Speirs, a division of Prentice-Hall, Inc.; 1Apr63; KK174001.

Think big! Something to crow about. S-H 20. © Carr Speirs, a division of Prentice-Hall, Inc.; 1Apr63; KK174016.

We present, announcing. S-H 1. © Carr Speirs, a division of Prentice-Hall, Inc.; 1Apr63; KK174005.

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The Family handyman encyclopedia, the do-it-yourself guide. Section 1. Package wrap. © Sperling & Schwartz, Inc.; 9Apr62; KK173020.

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The Family handyman encyclopedia, the do-it-yourself guide. Section 3. Package wrap. © Sperling & Schwartz, Inc.; 23Apr62; KK173018.

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The Family handyman encyclopedia, the do-it-yourself guide. Section 12. Package wrap. © Sperling & Schwartz, Inc.; 25Jun62; KK173021.

SPERRY RAND CORP. ©

Look again, no cord. Then where does the new Remington Standard get its electrifying speed? (In Time, Feb. 1, 1963, p. M27) Appl. author: Gardner Advertising Co., Inc. © 1Feb63; KK171891.

SPONGE WAY CO.

Sponge Way; be slimmer the easy way. © Sponge Way Co. a partnership consisting of Francis Herman & Henry Mulstein; 15Nov62; KK174131.

SPRINGPRINT PAPER PRODUCTS CO.

Custom selection, the new easy method of selecting high quality custom place mats. © Springprint Paper Products Co. t.a. Springprint; 1May62; KK170846.

SQUIRT CO. ©

Celebrate with Squirt. New Scarlet Princess Aster created exclusively for Squirt's 25th anniversary. (In Mid-continent bottler, Mar. 1963, p. 63) © 11Mar63 (in notice: 1962); KK173572.

Flowers grow with Squirt year round sampling. (In Mid-continent bottler, Apr. 1963, p. 49) © 6Apr63; KK173571.

Will they love me in December as they do in May? (In Bottling industry, Nov. 27, 1962, p. 30) © 27Nov62; KK170822.

STACEY (FORD L.) ©

Mediaeval wild game seasons, for wild & domesticated game. Net weight 1 1/2 oz. © 28Feb63; KK171964.

STAGG DISTILLING CO. ©

Extra value means extra sales; Old Stagg, Kentucky's top bourbon. (In Maryland-Washington-Delaware beverage journal, Feb. 1963, p. 21) Appl. author: Mogul, Williams & Saylor. © 1Feb63; KK173806.

Now Old Stagg is full 8 years old. (In Lewiston morning tribune, Nov. 21, 1962, p. 3) Appl. author: Mogul Williams & Saylor, Inc. © 21Nov62; KK170807.

STANDARD BRANDS, INC. ©

Easy yeast recipes on back. Fleischmann's active dry yeast. 1/4 oz. NM: revisions. © 12Mar62; KK173281.

Royal cream of tartar baking powder. 6 oz. net wt. © 15Feb63; KK173654.

STANDARD OIL CO. ©

Don't buy tires anywhere until you check Sohio. (In The Plain dealer, Cleveland, May 17, 1963, p. 35) Appl. author: McCann-Marschalk Co., Inc. © 17May63; KK173540.

STANDARD OIL CO. (OHIO) ©

Carburetor deposits, just this much can cause stalling. Boron. (In The Blade, Apr. 22, 1963, p. 16) Appl. author: McCann-Marschalk Co., Inc. © 22Apr63; KK173881.

Here's where carburetor deposits form causing stalling, rough idling, gasoline waste. Boron cleans carburetors. (In Lancaster eagle-gazette, Apr. 1, 1963, p. 13) Appl. author: McCann-Marschalk Co., Inc. © 1Apr63; KK173651.

Starts Sunday, May 12th, Sohio \$250,000 jackpot. (In The Cleveland press, May 8, 1963, p. 9) Appl. author: McCann-Marschalk Co., Inc. © 8May63; KK173880.

You may be a winner. Don't forget to check this week's jackpot winners list. (In The Plain dealer, Cleveland, May 28, 1963, p. 9) Appl. author: McCann-Marschalk Co., Inc. © 28Mar63; KK173758.

- STANDARD OIL DIVISION, AMERICAN OIL CO. See AMERICAN OIL CO. STANDARD OIL DIVISION.
- STANDARD PUB. CO. ©
Plastic plaque molds. 9338.
© 2Jan63; KK171594.
- STANLEY HOME PRODUCTS, INC. ©
Get this amazing push-button waxer free for having a Stanley hostess party for three or more guests. (In Good housekeeping, May 1963, p.233) © 24Apr63; KK173117.
- STEPHENSON (GEORGE M.) & CO. ©
Three high display, Stephenson red-wood cupolas. Model no.24.
© 31Dec62; KK171527.
- STERLING BREWING CO. ©
New, special weekly feature to appear in this section; Sterling presents sports editors' poll. (In The Hammond times, Feb. 1, 1963, p.C-3) © 1Feb63; KK171803.
- STERNCO INDUSTRIES, INC. ©
Longlife super refined glass wool. Net weight 23 grams. © 21Mar63; KK173036.
Longlife super refined glass wool, for use with aquarium filters. (Longlife activated filter carbon) Net weight 23 grams. © 1Feb63; KK171401.
- STERNCO INDUSTRIES, INC. LONG-LIFE FISH FOOD PRODUCTS CO. See LONG-LIFE FISH FOOD PRODUCTS CO.
- STITZINGER LUMBER CO. ©
Viewpoints by L'Odet. After 4 days shopping. © 17Aug62; KK173826.
Viewpoints, by Lodet. No, I don't handle that specie and your tally is terrible. © 24Aug62; KK173899.
- STORY, HOWARD C., JR. ©
Susan Story's menu for the week. (In Evening chronicle, Allentown, Pa., Mar. 13, 1963, p.25)
© 13Mar63; KK172471.
- STREET (R. R.) & CO., INC. ©
Better dry weather anti-static with Merasol. Appl. author: Paul V. Warren. © Street's a.a.d.o. R. R. Street & Co., Inc.; 25Sep59; KK172940.
Designed specifically to provide maximum moisture interchange. Condusol. (In American drycleaner, Nov. 1962, p.72-73) Appl. author: Paul V. Warren. © 10Nov62; KK172651.
Double strength Staticol is loaded with anti-static for maximum lint control with less classification. (In American drycleaner, Feb. 1963, p.66-67) Appl. author: J. L. Mayberry. © 11Feb63; KK172649.
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Expert's choice; Pyratex, base for making wet or dry spotter for paint, oil, grease. Appl. author: J. L. Mayberry. © 25Oct60; KK172498.
Extra income without handling extra garments. (In National cleaner, Mar. 1963) Appl. author: J. L. Mayberry. © Street's a.a.d.o. R. R. Street & Co., Inc.; 5Jan63; KK172652.
Get higher test bundle ratings with Merasol, for the miracle charge. Appl. author: Paul V. Warren. © 25Aug59; KK172501.
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- A great combination for you; Street's top-rated REP-100 water repellent and ... demonstration kit. Appl. author: Paul V. Warren. © 25Feb60; KK172494.
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- It feathers out easier. New Picrin, non-flammable volatile dry spotter. Appl. author: Paul V. Warren. © 26Dec58; KK172489.
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- No separate emulsifier required with Merasol. Appl. author: Paul V. Warren. © Streets a.a.d.o. R. R. Street & Co., Inc.; 25Sep59; KK172492.
- 100% all active ingredient, no diluent with Merasol. Appl. author: Paul V. Warren. © Street's a.a.d.o. R. R. Street & Co., Inc.; 26Oct59; KK172941.
- Our drycleaning is better because we give your garments an extra rinse in distilled solvent; Mycel. (MP-341) Appl. author: J. L. Mayberry. © 25Jan60; KK172499.
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- To avoid recleaning, reach for new Picrin non-flammable volatile dry spotter. (In National cleaner, Jan. 1963, p.5) Appl. author: J. L. Mayberry. © Street's a.a.d.o. R. R. Street & Co., Inc.; 5Jan63; KK172653.
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- You be the judge, which method of drycleaning will remove the most soil? Condusol. (In American drycleaner, Dec. 1962, p.64-65) Appl. author: Paul V. Warren. © 10Dec62; KK172647.
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The big mountain's touch o' magic all-purpose seasoning. Net wt. 4 oz. © 18Dec62; KK170914.
- STREET'S. See STREET (R. R.) & CO., INC.
- STUDEBAKER CORP. ©
STP top and valve oil. Contents: 6 fl. ozs. © 3Aug62; KK172760.
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Shower flowers by Styson. Decorative shower curtain holders, looks beautiful on any shower curtain. Set of 12 curtain holders. Appl. author: Joseph B. Stier. © Styson a.a.d.o. Styson Art Products Co.; 7Jan62; KK172285.
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- SUNBEAM LIGHTING CO. ©
Lighting and its environments: selected products and their use in contemporary architecture. © 15Nov62; KK172240.
- SUNKIST GROWERS, INC. ©
Excel; this bag contains only trade marked Excel oranges. 5 lbs. net wt. © 29Apr63; KK174306.
This bag contains only trademarked Sunkist oranges. 5 lbs. net. © 25Sep62; KK173090.
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Sweetarts, tangy candy. 24, 5¢ packages. Carton. © 6May63; KK173693.
Sweetarts, tangy candy. Wt. 4/5 oz. © 6May63; KK173336.
- SUNLITE BAKERY, INC. ©
Sugartop swirls. © 20Feb62; KK172475.
- SUPERIOR ELECTRIC CO. ©
Case history No.5-dining hall; Luxtrol light controls. SE-186220. © 1Feb63; KK171529.
Slo-Syn product guide. Slo-Syn synchronous motors. © 20Nov62 (in notice: 1961); KK170999.
Stabiline case history No.1-electric furnaces; Stabiline automatic voltage regulators. Type IE5105. SE-L126216. © 1Feb63; KK171528.
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Introducing the Taro-Sealer, a compact & efficient machine for sealing aluminum lids on glass jars without chipping or breakage. Appl. author: Frank S. Green. © 2Feb63; KK171699.
- SUPERIOR PLASTICS, INC. ©
Amoeba model kit; life in a drop of water enlarged more than a thousand times life size. (Superlon science series project) © 11Mar63; KK172185.
The skeleton Grasping Hand model kit. 3900:200. (Superlon science series project) © 25May63; KK174135.
Statue of Liberty, fun to assemble model kit. (Superlon World-Wide Wonders, No.1) © 3Feb63; KK172181.
- SUPREME BAKERS DIVISION, UNITED BISCUIT CO. OF AMERICA. See UNITED BISCUIT CO. OF AMERICA. SUPREME BAKERS DIVISION.
- SUPREME WINE CO., INC. ©
Di Sabato's Cacciatore Marinade by Supreme. Appl. author: Nicola Di Sabato; 28Feb63; KK172040.

SUSTER, MILVOY J. See KLEER VUE LABORATORIES.

SUZY SAVER FOOD DISCOUNT CLUBS, INC. © Introducing Suzy Saver Food Discount Club. © 30Nov62; KK170835.

Suzy Saver Food Discount Club grand opening. © 30Nov62; KK170836.

Suzy Saver Food Discount Club total store discounting, a whole new concept of food merchandising. © 30Nov62; KK170838.

Suzy Saver says, thank you, friends. (In Webster times, Dec. 13, 1962, p.24-25) © 30Nov62; KK170982.

Suzy Saver total store discounting. [Endorsed by Alma Grondin] © 30Nov62; KK170837.

SWISS COLONY, INC. See VIENNESE CONFECTIONS.

SYLVAN POOLS, INC. ©

Sylvan pool treat, granular chlorine concentrate. Net wt. 12 lbs. Appl. author: William E. Moon. © 1Apr63; KK172631.

SYMINGTON-WAYNE CORP. WAYNE PUMP CO. See WAYNE PUMP CO.

T

TCKC. See CHUN KING CORP.

T. I. See TIRES, INC.

TRB CO. See TIMKEN ROLLER BEARING CO.

TAC-L-JAK MANUFACTURING CO. © Lineguided [sic] hook extractor. One regular. © 23Mar59 (in notice: 1958); KK172884.

TALMAN FEDERAL SAVINGS & LOAN ASSN., CHICAGO.

1963 Talman Federal Savings and Loan Association calendar. Illus.: Signed: Francis Chase. © Talman Federal Savings & Loan Assn.; 7Dec62; KK171822.

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1/4% with safety looks better, day by day. (In Chicago daily tribune, Dec. 6, 1962, pt.3, p.15) © 6Dec62; KK171596.

TAP-CARTRIDGE CO. ©

Tap cartridges, the modern method for tapping blind holes. © 24Oct62; KK171397.

TARCHER PRODUCTIONS, INC. ©

Shari Lewis and her puppets. A paper doll box. No.6043. Authorized ed. Appl. author: Saalfeld Pub. Co. © 8May63; KK173642.

TASCO PRODUCTS.

Free, Mexican jumping beans with each carton of Dr. Pepper. © Texas Advertising Specialty Co. d.b.a.; Tasco Products (in notice: Tasco); 30Mar62; KK171260.

TAYLOR WINE CO. ©

It's a Taylor champagne, and you'll love it. (In Time, Nov. 10, 1961, p.51) © 10Nov61; KK173823.

TAYLOR WINE CO., INC. ©

Choice of the smart set. New Taylor Vermouths. (In Sports illustrated, Sept. 11, 1961, p.67) © 11Sep61; KK173140.

TECHNICAL MATERIEL CORP. ©

Low frequency general purpose transmitter. TMC model GPT-10KLF. (Preliminary technical bulletin no.1015) © 8May63; KK173386.

TECHNICOLOR, INC. ©

Colonial Homestead oven-proof dinnerware. Jewel Food Stores. NM: additions. © 25Apr63; KK173485.

Free from A&P; coupons in this book are good for one free 3-piece place setting ... Golden Dawn pattern Melmac dinnerware. © 7Jan63; KK171834.

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Free from Kroger, Swiss Chalet dinnerware and glassware. NM: additions. © 7Jan63; KK171835.

TELE-CO&T CORP. ©

Tele-Co&t telephone rate chart, including information on your local calling area and message unit charges. Appl. author: Stanley C. Gorman. Appl. states prev. reg. KK162185. NM: revision. © 1Feb63; KK172234.

TELE-FEATURES, INC. ©

Courageous Cat and Minute Mouse super slate. No.8828. Authorized ed. Appl. author: The Saalfeld Pub. Co. © 30Nov62; KK171789.

TEMPORARY TALENT, INC. ©

The girl who wears a hundred hats. (In Atlanta magazine, Dec. 1962, p.52) Appl. author: James H. Pair. © 1Dec62; KK171823.

TENNANT (G. H.) CO. ©

E floor machine scrubber attachment. (Bulletin No.E-18A2) © 1Feb63; KK173407.

420 Urethane oil-free finish for concrete floors. (Bulletin No.81-131) © 6May63; KK173405.

Now a sweeper that scrubs as well. Tennant 85 power sweeper scrubber attachment. (Bulletin No.85-18A-4) © 1Feb63; KK173406.

System of floor maintenance for industrial wood floors. (Bulletin R81-71) © 10May63; KK173404.

TERMITOL CO. ©

Spring is here and so are termites. (In Pittsburgh press, Apr. 24, 1960, section 6, p.6) © 24Apr60; KK172444.

TEXANA. ©

Go kit & caboodle. [Travel packet] © Texana Sipprell d.b.a. Texana; 4Feb63 (in notice: 1962); KK173794.

TEXAS ADVERTISING SPECIALTY CO. See TASCO PRODUCTS.

TEXAS GAS TRANSMISSION CORP. ©

Stability in today's rapidly changing world is achieved only by building solid strength into current growth. (In U. S. news & world report, Mar. 4, 1963, p.91) Appl. author: Bozell & Jacobs, Inc. © 25Feb63; KK172048.

TEXAS STATE OPTICAL. ©

Wearing contact lenses safely is up to you. 14 p. © 20Jul61; KK171441.

THEMED, INC. ©

Wet, cold, and delicious, National light beer. © 6Sep62; KK170769.

THERMOPATCH CORP. ©

How you can prevent sorting errors and save money, the Thermopatch way (In Industrial launderer, Nov. 1962, p.14) © 1Nov62; KK170928.

How you can save mending time & money the Thermopatch way. (In Institutional laundry & linen, Sept. 1962, p.7) © 14Sep62; KK172562.

A hundred million miracles, the Thermopatch way. (In Institutional laundry & linen, Oct. 1962, p.19) © 12Oct62; KK172561.

Patch-O-Matic compact, economical, air-operated mending machine. © 1Mar63; KK173854.

Thermopress HP-4A-UL proved most efficient in the heat-adhesive mending field. © 1Mar63; KK173852.

THILL, LEWIS D. ©

Save up to 500% or more on razor blade costs with Save-M razor blade oil. © 22Mar63; KK172387.

34 WEST 34TH ST. CORP. ©

Footsaver. [Design on paper bag] © 24Dec62; KK170863.

THOMAS, PAUL T. ©

Thomas Instant time calculator. © 6Dec62; KK172633.

THORESEN, INC. ©

Learn Karate at home faster, this easy picture way. (In Outdoor life, Oct. 1960, p.5) Appl. author: Nelson Torelli. © 16Sep60; KK171093.

TM CO. ©

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THYSSEN CO.

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New, Tidy House fabric softener; regular size. Net weight 15 1/2 ounces. © Tidy House Products, a division of Pillsbury Co.; 1Aug62; KK171201.

Spray starch. Net weight: 8 oz. avoird. © Tidy House Products, a division of Pillsbury Co.; 1Aug62; KK171200.

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New, injection molded UPVC needle valve; for low-cost, close-control metering of flow. (Bulletin TTP224 b.41) © 19Dec62; KK171278.
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Peanut brittle crisp. Net weight 14 1/4 ounces. © United Biscuit Co. of America (in notice: United Biscuit Co. of America. Supreme Bakers Division); 23Apr63; KK173355.
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King Ho Chinese American restaurant. © King C. Tom d.b.a. United Plastics Co.; 1Apr63; KK173126.
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Deluxe, new, Teflon ironing board cover. No.757. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 10Jan63; KK171882.
- Dozen jumbo garment bag. No.1108. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 24Jan63; KK171877.
- Drop cover; 9' x 12'. No.640H. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 18Dec62; KK171880.
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VERNON CO. ©

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Modulators. (Catalog 63-46)
Appl. author: John H. Staub.
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- W**
- WADE, WENGER & ASSOCIATES, INC. ©**
For professional cleaning, insist on the sign of the professional;
FloorClean wax stripper and floor cleaner. U. S. gallon. © 26Jun61; KK171595.
- WALKER (JIMMIE) HOME APPLIANCES, INC. ©**
Free Tide for the life of your washer at no additional cost. (In Alexandria daily town talk, Mar. 11, 1963, p.19) © 11Mar63; KK173303.
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New for '63. Boothbay rocker.
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All pianos reduced, 2 days. (In Daily news, New York, Apr. 28, 1963, p.21K) © 28Apr63; KK173116.
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- WARNER BROS. RECORDS, INC. ©**
Allan Sherman's mother presents My son the folk singer. Allan Sherman singing very funny folk songs. Record jacket. No.1475. © 25Sep62; KK171556.
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Air compressors. Symington-Wayne service station equipment. Appl. author: Gray & Rogers. © 19Apr63; KK173701.
- Even defies salt water. Symington-Wayne service station equipment. Appl. author: Gray & Rogers. © 28Mar63; KK173716.
- Key to marine fuel profits, Wayne 5-way gas-oil blender. Symington-Wayne marine equipment. Appl. author: Gray & Rogers. © 15Apr63; KK173700.
- Octane is going up again. Symington-Wayne service station equipment. (In National petroleum news, Mar. 1963, p.185-186) Appl. author: Gray & Rogers. © Symington-Wayne Corp. (in notice: Wayne Pump Co., division of Symington-Wayne Corp.); 28Feb63; KK172075.
- 700 series sells your station on sight. (In National petroleum news, Feb. 1963, p.79-80) Appl. author: Gray & Rogers. © 1Feb63; KK171625.
- This is Wayne. Symington-Wayne service station equipment. Wayne 700 series dispensers. Appl. author: Gray & Rogers. © 5May63; KK173702.
- WEAVER (W. R.) CO. ©**
Be a better rifleman next year, make this a Weaver-scope Christmas. (In Boys' life, Dec. 1962, p.76) Appl. author: Thomas S. Duff. © 25Nov62; KK170735.
- Better vision, more accurate shooting with K3 and K4 Weaver-Scopes. (In Guns, May 1963, p.15) Appl. author: Thomas S. Duff. © 1Apr63; KK172671.
- For precision accuracy at long ranges, Weaver Scopes versatile model V8; models K8 & K10. (In Guns, Apr. 1963, p.45) Appl. author: Thomas S. Duff. © 1Mar63; KK172332.
- Get improved accuracy for your .22 with a model B Weaver-Scope. (In Guns, Mar. 1963, p.41) Appl. author: Thomas S. Duff. © 1Feb63; KK171648.
- K4 Weaver-Scope, America's largest selling hunting scope. (In Guns, July 1963, p.41) Appl. author: Thomas S. Duff. © 1Jun63; KK174035.
- Let's go, Bud. Weaver-Scope 4-power model B4. (In Boy's life, Sept. 1962, p.81) Appl. author: Thomas S. Duff. © 25Aug62; KK171946.
- See better, shoot better with a Model B Weaver Scope. (In Boy scout handbook, Mar. 1963, p.453) Appl. author: Thomas S. Duff. NM: revisions. © 15Mar63; KK173730.
- See better, shoot better with a Model B Weaver-scope. (In Boy Scout handbook, Sept. 1962, p.473) Appl. author: Thomas S. Duff. © 15Sep62; KK170734.
- Variable power for long or short range shooting, model V8 Weaver-Scope. (In Guns, Feb. 1963, p.45) Appl. author: Thomas S. Duff. © 1Jan63; KK171275.

WEAVER (W. R.) CO.-Con.

You'll see better, shoot better with a model B4 Weaver Scope. (In Guns & ammo, June 1963, p.71) Appl. author: Thomas S. Duff. © 10May63; KK173347.

You'll shoot more accurately with a Model B Weaver Scope. (In The Farm quarterly, Spring 1963, p.167) Appl. author: Thomas S. Duff. © 6Feb63; KK172331.

WEBB (CHARLES J.) SONS CO., INC. ©

How to have fun while raising funds; sell Bowers candies and watch your school class, club or P. T. A. treasury grow. © 2Jan63; KK172691.

WEISER, JOSEPH.

Meet the famous Mo family, experts in liftability. © Joseph Weiser & Ben Forrest; 12Feb63; KK172677.

WEISS (LOUIS) UMBRELLAS, INC. ©

Sun and Surf umbrellas. © 2Jan63; KK172008.

WELBILT AIR CONDITIONING & HEATING.

Commercial & industrial, central air conditioning & heating for complete satisfaction all year 'round. © Welbilt Air Conditioning, div. Welbilt Corp.; 2Jan63 (in notice: 1962); KK170891.

WELBILT CORP. WELBILT AIR CONDITIONING & HEATING. SEE WELBILT AIR CONDITIONING & HEATING.

WELLA CORP. ©

The beauty profession's proudest product; the well-trained well-informed beautician. (In National beauty school journal, Sept. 1961, p.30) © 28Aug61; KK173195.

It's a beautiful deal; 4 tubes free sweet sixteen Kolestal Deal. (In American hairdresser, Sept. 1961, p.47) © 23Aug61; KK173223.

WELCO RO-SEARCH INDUSTRIES, INC. ©

Has gun, will sell. Wellco shoe. (In Boot and shoe recorder, Feb. 15, 1963, p.40) © 15Feb63; KK172113.

Money coming in on those extra sales you make with Wellco foamtread slippers for the entire family. (In Coast shoe reporter, Mar. 1963, p.16) © 15Mar63; KK173135.

WERNER (R. D.) CO., INC. ©

Best buy, 4 way convertible, aluminum ranch ladder. © 1May63; KK174282.

Ranch ladder, designed for modern ranch homes. © 1May63; KK174281.

WEST END BREWING CO. ©

Our beer is 50 years behind the times, and we're proud of it. Utica Club. (In Schenectady gazette, May 28, 1963, p.10) Appl. author: Doyle Dane Bernbach, Inc. © 28May63; KK174169.

WEST END BREWING CO. OF UTICA, N. Y. ©

Easy to punch, new aluminum top. Utica Club. (In The Potter enterprise, Jan. 23, 1963, p.12) Appl. author: Doyle Dane Bernbach, Inc. © 23Jan63; KK172937.

WESTERN PLASTIC PRODUCTS.

Plan A standard price list, order blank for Western plastic slot badges for square dance clubs. Appl. author: William Earl Williams. © Western Plastic Products, division of Rudor Corp.; 30Nov62; KK172738.

Plan B special price list, check sheet for Western plastic slot badges for square dance clubs. Appl. author: William Earl Williams. © Western Plastic Products, division of Rudor Corp.; 30Nov62; KK172740.

Price list and order blank for Western plastic slot badges for clubs, lodges, associations, etc. Appl. author: William Earl Williams. © Western Plastic Products, division of Rudor Corp.; 30Nov62; KK172739.

Price list for Western plastic slot badges. Effective Oct. 1962. © Western Plastic Products, a division of Rudor Corp.; 30Nov62; KK172165.

WESTFOODS, INC. ©

Beef goulash with dumpling squares & potatoes. New weight 10 oz. © 4Mar63; KK172281.

New Orleans recipe, Creole gumbo with shrimp, crabmeat and oysters. Net wt. 10 oz. © 27Dec62; KK170823.

Texas Lucky Devils, cooked sausage balls browned in batter. Net wt. 5 oz. © 14Dec62; KK170824.

WHIRL-A-BATH CO. ©

New way to relieve minor arthritic pains right in your bathtub. Whirl-A-Bath whirlpool water massage and heat improve circulation. © 4Mar63; KK172184.

WHIRLPOOL CORP. ©

Check these values; go FSP in 63 with pump assemblies. © 1Feb63; KK171876.

WHITING (LISBETH) CO., INC. ©

Anybody ages 6 to 16 can make these Funny Face Pot Holders, crochet and applique set. No.408:198. © 28Sep60; KK171498.

Anyone ages 9 to 90 can crochet lovable, huggable Pierre the Poodle. No.410:198. © 9Oct61; KK171479.

Bead-a-name jewelry. No.320. © 8Jan63; KK172164.

Bonnie Lassie a sweet-as-honey doodle doll; easy to make, just tie, cut 'n braid. No.224. © 11Sep61; KK171496.

Boo Boo the doodle cat; easy to make, just tie, cut 'n braid. No.403:198. © 8Oct60; KK171492.

Daisy the doodle doll; easy to make, just tie, cut 'n braid. No.404:198. © 8Oct60; KK171491.

Debbie the Debutante; easy to make, just tie, cut 'n braid. No.400. © 30Oct61; KK171486.

Diamond cut pop-it gems. No.315. © 8Jan63; KK172162.

Flower pops, easy, interchangeable [sic] gay, snap-on flowers. No.325. © 8Jan63; KK172163.

Fun with sticks for boys & girls 4 to 14; 5 exciting stick-craft projects. No.512:198. © 13Nov60; KK171483.

Hawaiian Princess, the hula doodle doll; easy to make, just tie, cut 'n braid. No.222. © 30Aug60; KK171488.

Isle de Capri mosaic tile ash tray. No.288. © 25Oct61; KK171482.

Isle de Capri mosaic tile candy dish. No.289. © 29Oct61; KK171484.

It's fun to make Fifif the Bottle Poodle, complete materials & instructions. No.412. © 4Sep62; KK171499.

It's fun to make Oscar the Octopus. No.402:198. © 8Oct60; KK171481.

Jumbo Giant Knitting Set; you can make this lovely Cherries 'n Bells headband. No.203. © 14Aug61; KK171480.

Koola the Eskimo, a snuggable, huggable doodle doll; easy to make, just tie, cut 'n braid. No.225. © 20Sep61; KK171497.

Margie, the majorette. Easy to make, just tie, cut 'n braid. © 6Dec62; KK172161.

Minnie Ha Ha the Indian doodle doll; easy to make, just tie, cut 'n braid. No.223. © 5Sep60; KK171487.

Nina the Ballerina; easy to make, just tie, cut 'n braid. No.407:198. © 17Sep60; KK171489.

Paper Doll Wedding, paper cutouts with scissors; 6 beautiful stand-up paper dolls. No.272. © 12Sep61; KK171494.

Perky Pony Tail Hat; you can make this lovely Perky Pony Tail Hat. No.204. © 24Aug61; KK171495.

Petey the Pajama Bag Poodle; I'm so easy to make, just follow sewing guides on material. No.411:198. © 17Oct62; KK171485.

Sweetie Pie the doodle bride; easy to make, just tie, cut 'n braid. No.405:198. © 19Sep60; KK171490.

Unga Bunga the doodly tie doctor; easy to make, just tie 'n cut that's all. No.401. © 30Oct61; KK171493.

WHITMAN (STEPHEN F.) & SON, INC. ©

Where candy rates a thank you, Whitman's chocolates rate a kiss. (In Saturday evening post, Feb. 9, 1963, p.9) © 5Feb63; KK172636.

WHITMAN PUB. CO. ©

Baby doll cut-outs. 12 pages of clothes, plastic stand. No.4415. © 11Mar63; KK173475.

Big and little sister cut-out dolls, costumes and accessories. No.4411. © 7Feb63 (in notice: 1962); KK172104.

Bingo. No.4409. © 13May63; KK174074.

Chinese checkers. No.4418. © 13May63; KK174073.

Frame-it decorator frame; paint by number. No.4700. 8 pictures, 8 colors. © 1Mar63; KK172106.

Magic stay-on doll. No.4618. Stand-up doll with plastic base and complete set of cut-out clothes. © 23May63; KK174075.

Magic stay-on paper dolls, clothes hold without tabs. Meet Judy and Joan, 2 stand-up dolls with plastic scissors and stands. No.4701. © 9May63; KK174076.

Pachisi, a game of India. No.4410. NM: "art for box wrap." © 28Jan63 (in notice: 1962); KK172103.

Rummy Royal, sometimes called Michigan. No.4713. Table size plastic game sheet. © 19Oct62; KK171371.

Sew ups, easy to make playthings. No.4763. © 26Dec62; KK171388.

WHITTAKER & WILSON ADVERTISING. ©

Build 'n Save does it again. 88¢ sale. (In Independent press-telegram, Long Beach, Calif., Sept. 16, 1960, p.C-12) © 16Sep60; KK174273.

WILDE, JOSEPH W. ©

New artistic floral and bird life ornaments. No.33, large lantern. © 18Jun62; KK171124.

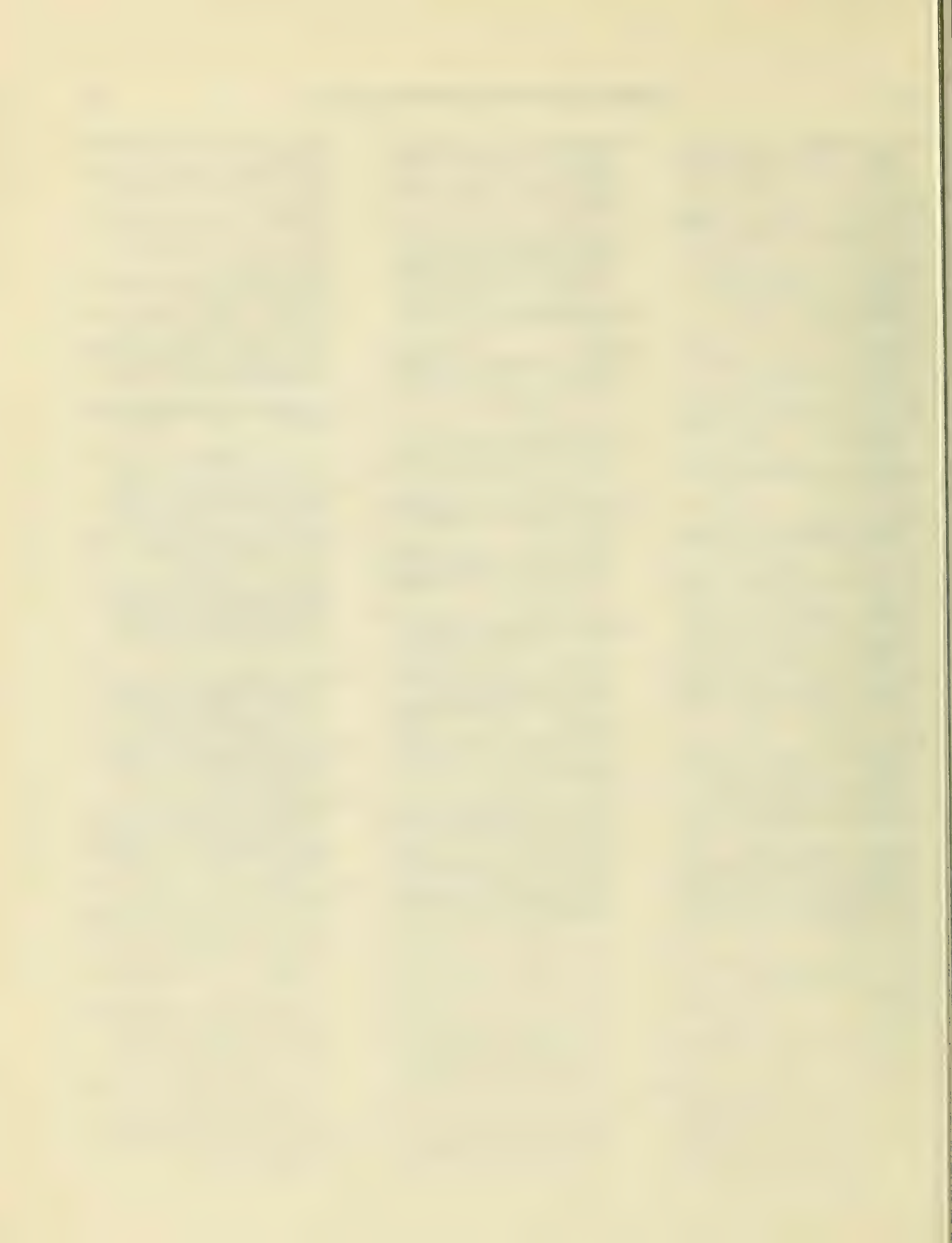
WILLIAMS, WILLIAM EARL.

Plan A standard price list. See WESTERN PLASTIC PRODUCTS.

Plan B special price list. See WESTERN PLASTIC PRODUCTS.

Price list and order blank. See WESTERN PLASTIC PRODUCTS.

- WILLIAMS GUN SIGHT CO. ©
Now is the time, convert that military rifle. (In Sports afield, Jan. 1963, p.87) Appl. author: Rolfe C. Spinning, Inc. © 25Dec62; KK172818.
- WILLIAMSON DEVELOPMENT CO., INC. ©
1200 portable, a new, battery operated, completely portable instrument for ... temperature measurement. (Bulletin A) © 10Jun63; KK174149.
- WILLIAMSON-DICKIE MANUFACTURING CO. ©
Campus educated, Dickies trend styling inspired by Pat Boone. (In Life, Aug. 15, 1960, p.91) Appl. author: Stanley Schlenther. © 11Aug60; KK171006.
- WIL-NES CORP. ©
Stow-a-lite, the aquarium light with a hidden storage compartment. © 15Nov61; KK170866.
- WILSON & ASSOCIATES, INC. ©
New Tap-n-tool Sportsman, heavy duty case hardened steel. Appl. author: John E. Wilson. © 19Dec62; KK173165.
- WINCHELL (R. W.) DONUT SUPPLY CORP. ©
Six frozen donuts. © 31Dec62; KK170781.
- WING CORP. ©
Clip-So the modern cord clip, holds wires neatly in place. © 11Oct62 (in notice: 1961); KK172350.
- WOLVERINE SHOE & TANNING CO. ©
We've got styles & styles & colors & colors & sizes & sizes. Hush puppies. (In Parade, Mar. 24, 1963, p.3) © 24Mar63; KK173202.
- WOLVERINE SHOE AND TANNING CORP. ©
Eight ways to cool comfort. Hush Puppies. (In Family weekly, Apr. 21, 1963, p.6) © 21Apr63; KK173254.
- What are Hush Puppies made for? Who are Hush Puppies made for? (In TV guide, Apr. 13-19, 1963, p.12-14) © 9Apr63; KK173649.
- WONDER SALES CO. ©
Bath & skin conditioner, a specially formulated oil bath. 8 fluid ounces. Appl. author: Rachel Ballard. © 20Dec62; KK172509.
- Hand cleaner. Contents: 12 ozs. Appl. author: H. L. Ballard. © 14Dec62; KK172508.
- WOOD (J. R.) & SONS, INC. ©
Artcarved American Beauty diamond guarantee and nation-wide P. V. P. registration. © 27Sep62; KK173606.
- Artcarved Special diamond guarantee and nationwide P. V. P. registration. © 15Jan63; KK171322.
- WOODARD, EARL E. ©
Carpet comment. (In St. Louis globe democrat, May 13, 1963) © 13May63; KK173529.
- Carpet comment. (In St. Louis globe democrat, May 27, 1963) © 27May63; KK173946.
- WOOSTER PRODUCTS, INC. ©
Use of abrasive anti-slip treads in critical walkway areas. (Architectural bulletin, No.275-S) Appl. author: Robert W. Loos. © 15Mar63 (in notice: 1962); KK172370.
- WOOSTER PRODUCTS, INC. ART IN BRONZE CO. See ART IN BRONZE CO.
- WYLER & CO.
Bean soup mix. 2 packages. Net wt. 5 1/2 oz. © Wyler & Co., division of Borden Co.; 14Mar63; KK172929.
- ## Y
- YELLEN, IRVING. ©
One jump ahead, another great new profit maker, nationally advertised Scoty; the new design hair bow with a style. © 7May63; KK174238.
- YOGG & CO. ©
The newest, neatest way to attach menu flyers to menus, Stik-Klips adhesive back paper clips. © 27Mar63; KK172516.
- These photographs show how the free-swinging vinyl center-flaps can be punched and bound into the wire binding of the vinyl menu jackets. © 27Mar63; KK172515.
- YOUNG (W. F.) INC. ©
Absorbine Jr. Antiseptic liniment for sore aching muscles. Personal size. 1 fl. oz. © 1Feb63; KK171777.
- Absorbine Jr. Antiseptic liniment for sore aching muscles; scientific treatment for athlete's foot. 12 fluid oz. © 1Feb63; KK171779.
- Absorbine, jr. 2 fl. oz. © 1Feb63; KK173083.
- New pres-o-matic applicator. Absorbine Jr. Antiseptic liniment for sore aching muscles. 4 fluid oz. © 1Feb63; KK171778.
- YOUNGREN, MILTON D. ©
Free Make-up mask. (Make-up mask with bug on nose and having patch reading Cheese of Police) No.5. © 15Nov62; KK172220.
- Free Make-up mask. (Make-up mask with butterfly on nose) No.6. © 15Nov62; KK172221.
- Free Make-up masks. (Make-up mask with bee on nose) No.4. © 15Nov62; KK172219.
- Free Make-up masks. (Make-up mask with frog on nose) No.3. © 15Nov62; KK172218.
- Free Make-up masks. (Make-up mask with round spectacle lenses and eyelashes) No.2. © 15Nov62; KK172217.
- Free Make-up masks. (Make-up masks with crossed-tape patch on nose) No.1. © 15Nov62; KK172216.
- Million dollar sale, where better quality costs you less. (In Life, May 17, 1963, p.22) Appl. author: Joseph M. Bernstein. © 17May63; KK173591.
- You can buy an ironing board, a golfing jacket, a stereo, a roll of tape, a colorful array of towels, a girl's suit. Fabulous department stores. (In Life, Feb. 15, 1963, p.R1) Appl. author: Joseph M. Bernstein. © 15Feb63; KK171870.
- YOUNGSTOWN SHEET & TUBE CO. CONTINENTAL-EMSCO CO. SEE CONTINENTAL-EMSCO CO.
- ## Z
- ZAYRE CORP. ©
Bargains know no season at Zayre, where better quality always costs you less, or your money back. Fabulous department stores. (In Life, Dec. 21, 1962, p.R5) Appl. author: Joseph M. Bernstein. © 21Dec62; KK170941.
- Zayre brings you more summer, and more summer fun costs you less at wonderful fresh air conditioned Zayre fabulous department stores. (In Life, June 22, 1962, p.R1) Appl. author: Joseph M. Bernstein. © 22Jun62; KK167047.
- ZERO CORP. ©
Now, let Handi-George control the flushing, washing, rinsing and sanitizing of your milking equipment. Appl. author: Lloyd P. Duncan. © 26Mar63; KK173094.
- ZIERICK MANUFACTURING CORP. ©
Lugs, clips, terminals, metal stampings, wire forms. (Cat. No.23) © 2Jan63; KK171939.
- ZOOK, JACOB G.
12 Legendary Pa. Dutch hex signs with history & meaning of the hex symbols. 6 different designs in 2 different sizes, for indoor use. © Jacob G. Zook & Jane Rickert Zook; 30Apr63; KK173413.
- ZOOK, JANE RICKERT.
12 Legendary Pa. Dutch hex signs. See ZOOK, JACOB G.



RENEWAL REGISTRATIONS

A list of prints and labels for which renewal registrations were made during the period covered by this issue. Arrangement is alphabetical under the name of the claimant of renewal copyright. Information relating to both the original and the renewal registration is included in each entry.

AMERICAN CAN CO.
Menasha ice cream. © 27Jan36;
Label 47267. American Can Co.
(P); 6Feb63; R310016.

AMERICAN SEAL-KAP CORP. OF DELAWARE.
Sunshine souffle cups. © 2Apr35;
Label 46010. American Seal-Kap
Corp. of Delaware (P); 1Apr63;
R313726.

AMERICAN TOBACCO CO.
Herbert Tareyton. © 16May35; Label
46306. American Tobacco Co. (P);
4Jan63; R307912.

BAYUK CIGARS, INC.
Philadelphia Phillies. © 2Jul35;
Label 48509. Bayuk Cigars, Inc.
(P); 10Jun63; R316908.

BORDEN CO.
Challenge brand sweetened condensed
milk. © 1Aug35; Label 46619.
Borden Co. (P); 25Feb63; R310970.

Daisy irradiated evaporated milk.
© 1Aug35; Label 46618. Borden
Co. (P); 12Feb63; R310414.

Darling brand sweetened condensed
milk. © 1Aug35; Label 46623.
Borden Co. (P); 12Feb63; R310417.

Fern brand pasteurized butter.
© 26Sep35; Label 46768. Borden
Co. (P); 22Apr63; R314171.

Ferncrest brand finest quality,
guaranteed white eggs. © 9Sep35;
Label 46947. Borden Co. (P);
22Apr63; R314173.

Pearl brand irradiated evaporated
milk. © 1Aug35; Label 46625.
Borden Co. (P); 12Feb63; R310419.

Peninsular brand sweetened condensed
milk. © 1Aug35; Label 46620.
Borden Co. (P); 12Feb63; R310415.

Selected mixed eggs. © 10Oct35;
Label 46769. Borden Co. (P);
22Apr63; R314172.

Standard brand sweetened condensed
milk. © 1Aug35; Label 46624.
Borden Co. (P); 12Feb63; R310418.

Star brand sweetened condensed milk.
© 1Aug35; Label 46622. Borden
Co. (P); 12Feb63; R310416.

BROWN, L. V. W., ESTATE.
Noranga. © 21Oct35; Label 47190.
L. V. W. Brown Estate (P); 25Mar63;
R312809.

COCA-COLA CO.
Refreshment time. © 30Oct35; Print
15554. Coca-Cola Co. (P); 6Mar63;
R311223.

COTTON CLUB BOTTLING CO.
Chex. © 1Jan36; Label 47269.
Cotton Club Bottling Co. (P);
27May63; R316369.

DAIRYPAK, INC.
Territorial design no.157A.
© 15May36; Label 50807. DairyPak,
Inc. (P); 31May63; R316698.
Territorial design no.182A. © 21Jun35;
Label 46277. DairyPak, Inc. (P);
13May63; R315722.

Territorial design no.194A.
© 29Nov35; Label 50808. DairyPak,
Inc. (P); 31May63; R316697.

Territorial design no.203A.
© 26Aug35; Label 46854. DairyPak,
Inc. (P); 31May63; R316694.

Territorial design no.210A.
© 22Aug35; Label 46873. DairyPak,
Inc. (P); 31May63; R316695.

Territorial design no.288A.
© 30Oct35; Label 46875. DairyPak,
Inc. (P); 31May63; R316696.

DEARBORN CHEMICAL CO.
Plumite. © 13Feb36; Label 47462.
Dearborn Chemical Co. (P); 6Jun63;
R316872.

DIX (HENRY A.) & SONS CORP.
Henry A. Dix & Sons Corporation.
© 23Aug35; Label 46570. Henry A.
Dix & Sons Corp. (P); 6Jun63;
R316871.

DOLPHIN ENTERPRISES, INC.
Natural barks. © 10Jan36; Label
53439. Dolphin Enterprises, Inc.
(P); 11Mar63; R312739.

FABER (EBERHARD) INC.
Mongol colored, indelible, thin lead
pencils; paint with pencils.
© 21Jan35; Label 54185. Eberhard
Faber, Inc. (P); 7Jan63; R307956.

FLACCOMIO, JOSEPH V.
Pikesville, for Maryland straight
rye whiskey. See FLACCOMIO,
VINCENT.

FLACCOMIO, VINCENT.
Pikesville, for Maryland straight
rye whiskey. © 5Mar35; Label
49035. Vincent Flaccomio &
Joseph V. Flaccomio (P); 30Jan63;
R309400.

INDIANAPOLIS GLOVE CO., INC.
Indian Apple Us gloves. © 1Jan36;
Label 47139. Indianapolis Glove
Co., Inc. (P); 6Jun63; R316874.

KRESGE-NEWARK, INC.
Christmas street. © 20Nov35;
Print 15622. Kresge-Newark, Inc.
(P); 21Mar63; R313179.

LIPTON (THOMAS J.) INC.
Eight one cup, individual tea bags.
Yellow & red. © 15Sep35;
Label 47486. Thomas J. Lipton,
Inc. (P); 30Jul63; R319341.

Orange pekoe & pekoe tea. Yellow &
red. © 15Sep35; Label 47487.
Thomas J. Lipton, Inc. (P);
30Jul63; R319340.

MEGS MACARONI CO.
Cavaliere brand macaroni. © 1Jul35;
Label 46230. Megs Macaroni Co.
(P); 28Mar63; R313144.

La Vita brand macaroni. © 1Jul35;
Label 46229. Megs Macaroni Co. (P);
18Jul62; R298603.

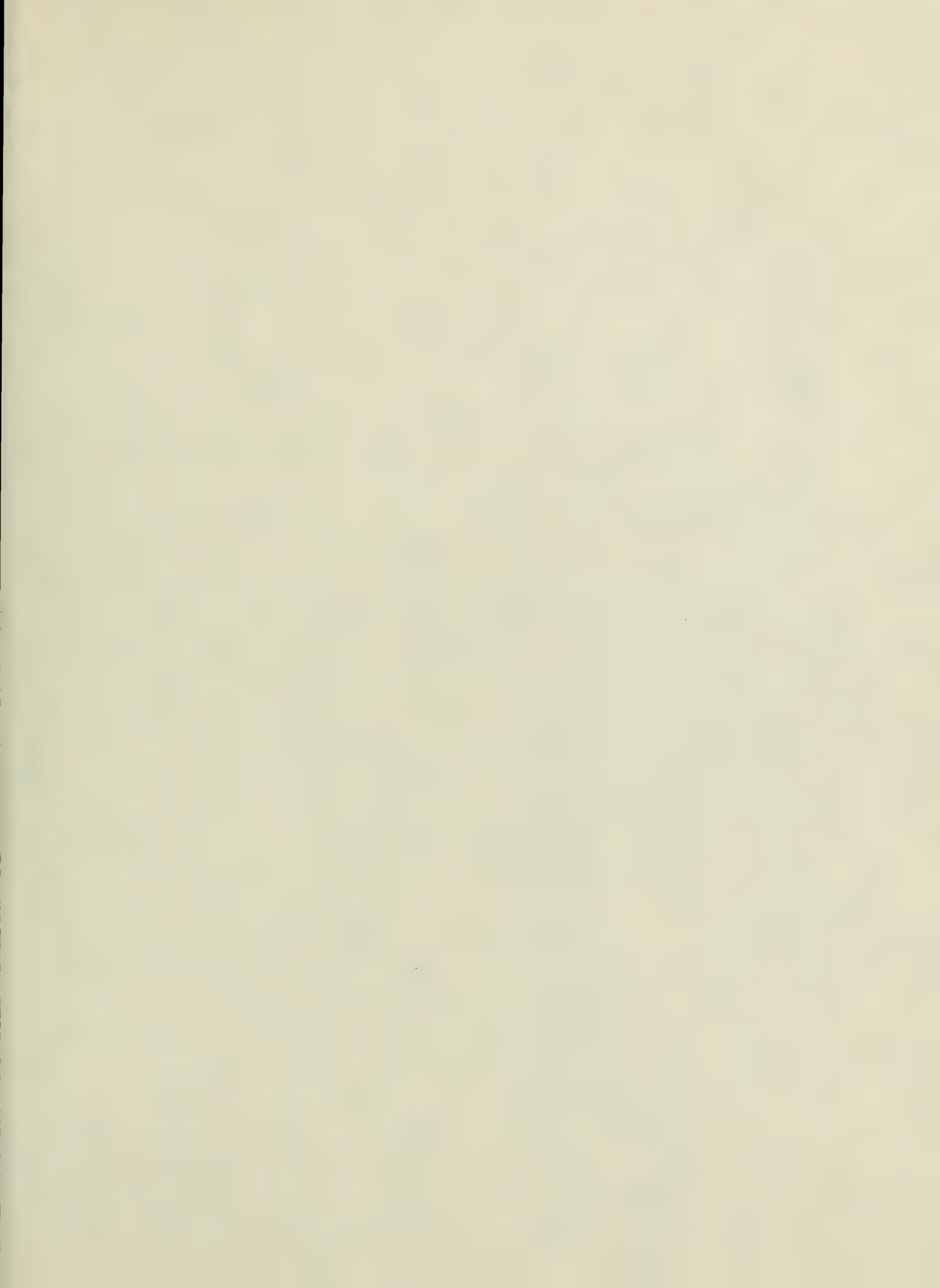
PAINT POINT PRODUCTS CO.
Stormbreaker roof. © 28Aug35;
Print 15416. Paint Point Products
Co. (P); 16Nov62; R305422.

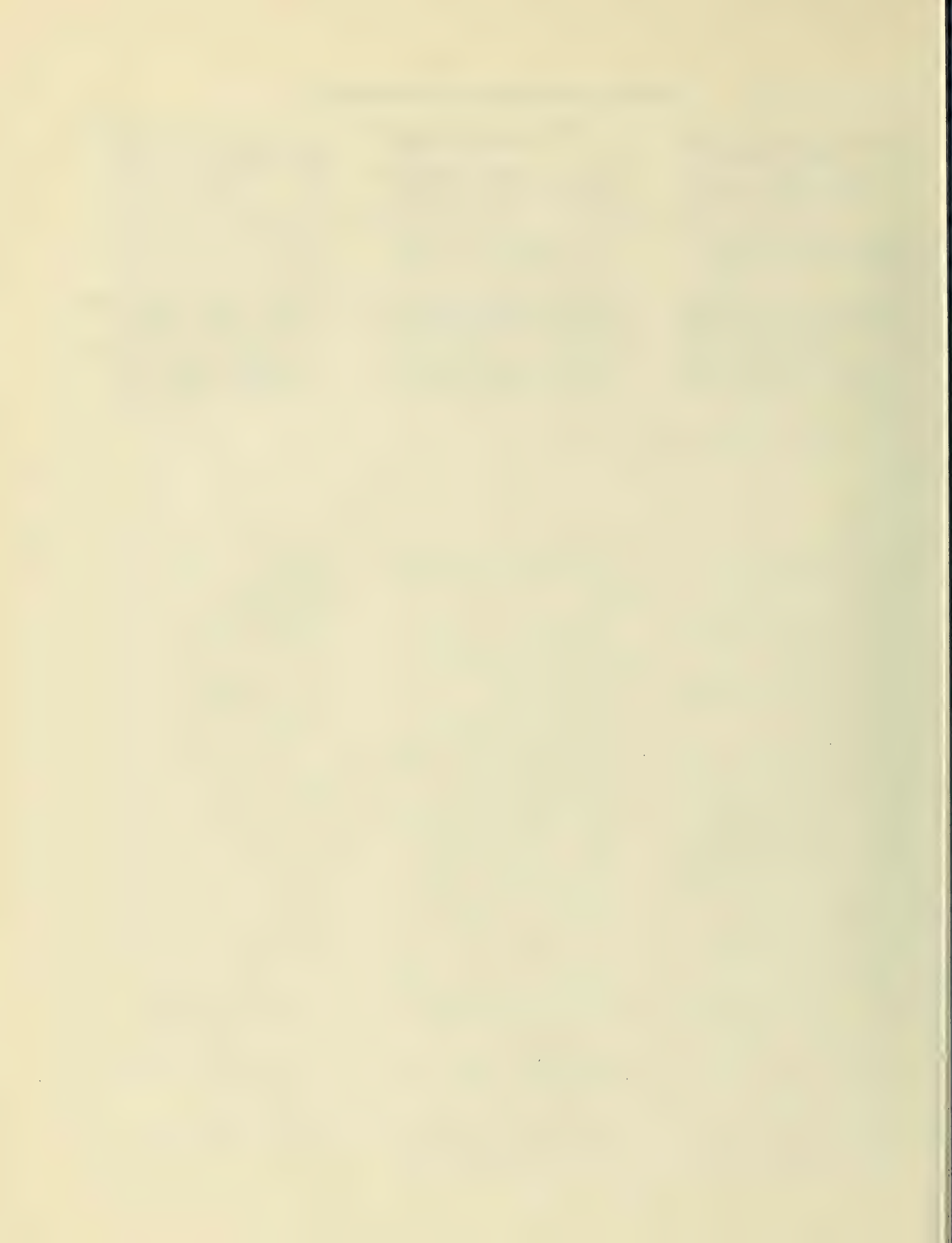
PENNSYLVANIA MACARONI CO., INC.
Savoy brand. © 18Sep35; Label 46863.
Pennsylvania Macaroni Co., Inc.
(P); 19Feb63; R310763.

PLIBRICO CO.
Fireline stove & furnace lining.
© 1Dec35; Label 47408. Plibrico
Co. (P); 13Dec62; R306656.

COMMERCIAL PRINTS AND LABELS

- POLAND SPRING (ME.) HOTEL.
Poland mineral spring water.
© 29Jul35; Label 46424. Poland
Spring Hotel (P); 30Oct62; R302692.
- POMPEIAN OLIVE OIL CORP.
Avallo, pure imported olive oil.
© 21Jan36; Label 47488. Pompeian
Olive Oil Corp. (P); 20Jun63;
R317380.
- PROCESS CORP.
Astirpax. © 15Jun35; Label 46661.
Process Corp. (P); 10Dec62;
R307084.
- REYNOLDS BROS., INC.
Sturgeon Bay cherries. © 10Oct35;
Label 46699. Reynolds Bros., Inc.
(P); 28Nov62; R305350.
- ROBINSON (JAMES S.) APOTHECARY.
Acephan tablets. © 1Jan36; Label
50357. Mary A. Robinson d.b.a.
James S. Robinson Apothecary (P);
24Jan63; R309076.
- ROBINSON, MARY A. See ROBINSON
(JAMES S.) APOTHECARY.
- ROCCA BELLA OLIVE ASSN.
Rocca Bella. © 15Dec34; Label 45211.
Rocca Bella Olive Assn. (P);
11Dec62; R306331.
- SCHOENEMAN (J.) INC.
Wrinkle-proof. © 18Sep35; Print
15442. J. Schoeneman, Inc. (P);
19Jun63; R317343.
- SEXAUER (J. A.) MANUFACTURING CO., INC.
Mule Kick. © 20Feb36; Print 15713.
J. A. Sexauer Mfg. Co., Inc. (P);
1Apr63; R313192.
- STANDARD BLEACHERY & PRINT. CO.
Swanpruf. © 30Jul35; Label 46389.
Standard Bleachery & Print. Co.
(P); 19Jul63; R319100.
- Swantex. © 17Jun35; Label 46133.
Standard Bleachery & Print. Co.
(P); 13Jun63; R317067.
- Swantine. © 17Jun35; Label 46132.
Standard Bleachery & Print. Co.
(P); 13Jun63; R317066.
- STANDARD COFFEE CO., INC.
Fresh bourbon blend pure coffee.
© 30May35; Label 46972. Standard
Coffee Co., Inc. (P); 8Apr63;
R313663.
- UNITED SHOE CO.
Style all the while. © 11Dec35;
Label 47419. United Shoe Co.
(P); 31May63; R316626.
- VIVISON MACARONI CO., INC.
Viviano. © 13Apr35; Label 46172.
Vivison Macaroni Co., Inc. (P);
7May62; R294854.





Catalog of Copyright Entries: *Third Series*

Volume 17, Part 11B, Number 2

Commercial Prints and Labels

July–December

1963



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WASHINGTON : 1964

Catalog of Copyright Entries

Third Series

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Volume 17, Part 11B, Number 2

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COPYRIGHT OFFICE - THE LIBRARY OF CONGRESS
WASHINGTON : 1964

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Preface

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The *Catalog* is subdivided into parts corresponding to the classes of material listed in section 5 of Title 17 of the *United States Code*. The table at the end of this preface shows the organization of the *Catalog*, the symbols used with the registration numbers to distinguish the classes, and the prices of the semiannual issues.

The record of each copyright registration listed in the *Catalog* includes a description of the work copyrighted and data relating to the copyright claim (the name of the copyright claimant as given in the application for registration, the copyright date, the copyright registration number, etc.).

Information as to changes of copyright ownership is not included in the *Catalog*, but a search of the Copyright Office Assignments and Related Documents Indexes may be requested from the Register of Copyrights, and a fee for the search and report will be estimated at the statutory rate of \$3 per hour.

In the case of each registration listed, except for renewals, there has been deposited a copy or copies of the work in accordance with the provisions contained in sections 12, 13, 14, or 215 of Title 17 of the *United States Code*.

For a more complete description of the contents of this issue of the *Catalog* see p. vii.

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The Copyright Office welcomes inquiries, suggestions, and comments on the content and organization of the *Catalog*. Such communications should be addressed to the Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington, D.C. 20540.

Organization of Parts

Each part listed in the following table records all current registrations in the class or classes indicated by the alphabetical symbols. Renewal registrations are separately listed at the end of each related part. The first letter of the symbol is that of the class under which registration is made; the second, if any, is a designation added by the Copyright Office for the purpose of statistical analysis. A zero immediately following the symbol, e.g., AF0, EF0, identifies a foreign work deposited under the waiver-of-fee provision (section 215 of Title 17 of the *United States Code*). Some parts also contain registrations made under other symbols if the subject matter or type of material is similar to that generally included in the part.

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BI Periodicals in the English language registered for ad-interim copyright		IU Unpublished drawings or plastic works of a scientific or technical character	
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Parts 3-4 Dramas and Works Prepared for Oral Delivery.....	1.00	JU Unpublished photographs	
C Lectures and other works prepared for oral delivery		K Prints and pictorial illustrations	
DF Dramatic and dramatico-musical works published abroad		R Renewal registrations	
DP Published dramatic and dramatico-musical works		Part 11B Commercial Prints and Labels.....	1.00
DU Unpublished dramatic and dramatico-musical works		KK Commercial prints and labels	
R Renewal registrations		R Renewal registrations	
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EP Musical compositions published in the United States		LU Unpublished motion-picture photoplays	
EU Unpublished music		MP Published motion pictures other than photoplays	
R Renewal registrations		MU Unpublished motion pictures other than photoplays	
		R Renewal registrations	

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Introduction

PART 11B lists prints and labels, published in connection with the sale or advertisement of articles of merchandise or of services, which were registered in class K under the symbol KK.

Arrangement is alphabetical under the name of the copyright claimant. Each work is described in a main entry which includes information pertinent to the copyright claim. References lead from the names of joint claimants and authors and from variant forms of names. Works for which the subsisting copyright has been renewed are listed separately in the Renewal Registrations section. The copyright symbol © following the name under which the entry is listed signifies that the form of name used is that appearing on the application as claimant. The name is not repeated following the copyright symbol © in the entry proper unless it is necessary to record additional information from the application not included in the heading; e.g.:

FARRELL, JAMES EDWARD. ©

Bowl a word, a fascinating word game. © 20Aug63; KK175000.

FRANKONIA PRODUCTS, INC.

Rambler Classic stationwagon. (License-plated model cars) © Frankonia, a.a.d.o. Frankonia Products, Inc.; 8Sep63; KK176383.

Each main entry for currently registered works includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable:

- 1) Title, amplified if necessary by a brief description of the pictorial content of the work, and followed by any variant title.
- 2) Names of contributors to the work.
- 3) Series statement.
- 4) Special descriptive data, limited to registrations which appeared in a newspaper or periodical, giving the name and issue date of the publication, the number of the page on which the item will be found, and the place of publication, if published abroad.
- 5) Names of authors given in the application which do not appear elsewhere in the entry.
- 6) Name of the employer in the case of a work made for hire, if so named in the application.
- 7) Information contained in the application which relates to the registration of an earlier version of the work.
- 8) Brief statement of the new matter on which copyright is claimed, preceded by the abbreviation NM, if this information is given in the application and is not indicated elsewhere in the entry.
- 9) Copyright symbol ©.
- 10) Name of the copyright claimant when it is necessary to record information given in the application which is not included in the heading.

- 11) Date of publication as given in the application.
- 12) Registration number.

Whenever it is necessary to indicate a variation between the information given in the application and in the copy of the work with respect to the claimant's name or the date of publication, the data from the application are given first, followed by the phrase "in notice" and the data given in the work; e.g., © Richard Roe & Co.; 8Aug63 (in notice: 1962); KK174999.

For renewal registrations, the main entry includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable.

- 1) Title.
- 2) Copyright symbol.
- 3) Date of original copyright.
- 4) Original registration number.
- 5) Name of the renewal claimant followed by a statement in parentheses, usually abbreviated, giving the basis of the renewal claim as supplied by the applicant, e.g., "John Doe & Co. (P)" indicates that renewal of copyright is claimed by John Doe & Co. as proprietor.
- 6) Date of receipt of the renewal application or the fee, whichever is later.
- 7) Renewal registration number.

Abbreviations and Symbols

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings. Definitions are not given for abbreviations in common use.

<p>a.a.d.o. accepted alternative designation of</p> <p>a.k.a. also known as</p> <p>appl. application</p> <p>© copyright symbol</p> <p>d.b.a. doing business as</p> <p>NM new matter</p> <p>p. page, pages</p>	<p>(P) proprietor of a commercial print or label</p> <p>pseud. pseudonym</p> <p>pub. published, publishing</p> <p>(R) renewal registration</p> <p>rev. revised</p> <p>t.a. trading as</p> <p>v., vol., volume, volumes</p> <p> vols.</p> <p>(W) widow of the author</p> <p>(Wr) widower of the author</p>
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Registrations, July-December 1963

Commercial prints and labels published in the United States	3, 445
Commercial prints and labels published abroad	0
Total	3, 445
Renewals	121

These figures represent the number of registrations for commercial prints and labels for July-December 1963, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective parts.

COMMERCIAL PRINTS AND LABELS

CURRENT REGISTRATIONS

A list of prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, registered during the period covered by this issue. Arrangement is alphabetical under the name of the copyright claimant. References from the names of joint claimants and authors and from variant forms of names are interfiled.

A

- A & R METAL PRODUCTS CO., INC. ©
Wiper blade converter arm for Volkswagen. © 2Aug63; KK175050.
- A. J. INDUSTRIES. REYNOLDS MANUFACTURING CO. See REYNOLDS MANUFACTURING CO.
- ATA SYSTEM.
A token of our appreciation.
© Leroy T. Shoemaker d.b.a.
ATA System; 2Feb63; KK175311.
- ACTIVE AUTOMATIC SALES CORP. ©
Look what's back; you should have the busiest spot in town with the all new 1963 coin operated Carom bumper pool table. © 8Aug63; KK174999.
- ADJUST-A-RAIL CO. ©
If you can tighten a bolt, you can beautify your home with Adjust-A-Rail wrought iron. © 25Jun63; KK174387.
- ADVANCE PRODUCTS CORP. ©
Cross-slide tables. Model CS-11.
© 10Oct62; KK174927.
- AEMCO.
Sale now on new plastic, miracle foam mattress; magic mattress keeps you warm automatically.
© Aemco, Alfred C. Kather, sole owner; 15Jul63; KK175106.
- AIR APPLIANCE DEPT., HOFFMAN INDUSTRIES. See HOFFMAN INDUSTRIES. AIR APPLIANCE DEPT.
- AIR JET CHEMICALS. ©
Grease Monkey cement cleaner. Contents one half gallon, approx. 1 lb 8 oz. net. © 6Jun63; KK175612.
Patio cement and masonry cleaner. Barbecue clean up. Contents one half gallon, approx. 1 lb. 8 oz. net. © 6Jun63; KK175613.
- AIRGUIDE INSTRUMENT CO. ©
Sea Glow new, marine add-an-instrument panels for functional beauty and glare-free lighting. (In Sports Illustrated, Jan. 15, 1962)
© 15Jan63; KK175725.
- AIRPLANE DIVISION, BOEING CO. See BOEING CO. AIRPLANE DIVISION.
- ALADDIN WINDOW FASHIONS CO. ©
Instant shades, a window shade from a bottle. Contents: 16 oz.
Appl. author: Lewis W. Smith.
© 11Jul63; KK174715.
- ALBERTO-CULVER CO. ©
Safe plastic tube. Alberto V05 shampoo. Net wt. 4 ozs.
© 8May63; KK174417.
Tresemme won't tell if you don't; 5 conditioners borrowed from Alberto V05. (In Personal romances, Aug. 1963, p.4 of cover) Appl. author: J. Walter Thompson Co. © 25Jun63; KK175012.
- ALDSHIR MANUFACTURING CO., INC. ©
Which needle does your phonograph use? Appl. author: Gerald Shirley. NM: additions. © 1Jun63; KK174560.
- ALLEN AUTO LEASING CO. ©
Tax load or pay load? Some straight talk about auto and truck leasing ... by Rex Ragan. © 14Mar63; KK174511.
- ALTNOW, GEORGE GUSTAV.
Pacific Wire-Grams. See PACIFIC WIRE WORKS CO.
- ALYS.
Fuzzy Wuzzy lacing cards. See WHITMAN PUB. CO.
- AMERICAN BAKERS COOPERATIVE, INC.
Shur-fresh white enriched bread. See ASSOCIATED GROCERS, INC.
- AMERICAN BIRD FOOD MANUFACTURING CORP. ©
3 Vees finch seed. Net weight 12 ozs. © 1Jul63; KK174523.
3 Vees finch treat. No.237. Net weight 3 1/2 oz. © 8Apr63; KK175763.
- AMERICAN CAN CO. DIXIE CUP DIVISION. ©
Before you put your 10¢ in, let us put our 2¢ in. This miracle lining in Dixie Mira-Glaze cups ends cardboard taste. (In The Reader's digest, Aug. 1963, p.248) Appl. author: Hicks & Greist, Inc. © 24Jul63; KK174763.
- Dixie cups; 25 cold drink. (Oval design) Stock no.1615. 9 ounce, tumbler size. © 23Oct63; KK176742.
Fill your Dixie dispenser, not your sink. To each his own Dixie cup. (In Reader's digest, Oct. 1963, p.7) Appl. author: Hicks & Greist, Inc. © 25Sep63; KK175925.
Kids help themselves, less work for you with a Dixie cup dispenser. (In The Reader's digest, Apr. 1963, p.18) Appl. author: Hicks & Greist, Inc. © 21Mar63; KK174871.
Lenten design. 1 pt. liq. (Dixie container, no.2186) © 10Oct63. Barnyard animals. © KK176324. Bunnies. © KK176326. Chickens. © KK176325. Ducks. © KK176327.
Now enjoy anything from consomme to coffee in Dixie Mira-Glaze service. (In The Reader's digest, Sept. 1963, p.193) Appl. author: Hicks & Greist, Inc. © 28Aug63; KK175477.
100 Dixie cups in the double pack; let the kids help themselves. (In The Reader's digest, Nov. 1963, p.30-31) Appl. author: Hicks & Greist, Inc. © 29Oct63; KK176677.
Snowflake design. No.5716. 1 pint liquid. © 4Nov63; KK176809.
Vintage design. 9 fl. oz. © 26Jun63; KK174386.
- AMERICAN COLLEGE TUITION CORP. ©
Pennies a day assure your children a college education. © 3Sep63; KK175736.
Program for American college education. Systematic deposit programmer. [Revolving disk] © 16Sep63; KK175850.
When your children are ready for college, will you have the money? Will your child miss the graduation parade? © 12Aug63; KK175266.
- AMERICAN FLANGE & MANUFACTURING CO., INC. ©
Rip Cap, a Tri-Sure product, a unique new concept in bottle caps that provides tighter sealing, eliminates openers. Appl. author: Freiwald & Coleman. © 12Nov63; KK177105.

AMERICAN HONDA MOTOR CO., INC. ©
America's fastest selling 2nd car on
two wheels. [Man on steps] (In
Esquire, Aug. 1963, p.14) Appl.
author: Grey Advertising, Inc.
© 18Jul63; KK176332.

America's largest selling 2nd car on
two wheels. [Woman on steps]
(In The Saturday evening post,
July 13, 1963, p.3 of cover) Appl.
author: Grey Advertising, Inc.
© 13Jul63; KK176336.

Bring 'em back alive. (In Playboy,
Oct. 1963, p.87) Appl. author:
Grey Advertising, Inc. © 17Sep63;
KK176625.

Honda \$245. (In Sports illustrated,
June 17, 1963, p.61) Appl. author:
Grey Advertising, Inc. © 17Jun63;
KK176333.

Lucky dog. (In Playboy, Aug. 1963,
p.9) Appl. author: Grey Advertis-
ing, Inc. © 18Jul63; KK176334.

Smart shopper. Honda. (In Life,
Apr. 26, 1963, p.106) Appl. author:
Grey Advertising, Inc. © 26Apr63;
KK176335.

You meet the nicest people on a
Honda. (In Life, June 14, 1963,
p.22-23) Appl. author: Grey
Advertising, Inc. © 14Jun63;
KK175709.

AMERICAN INN FOODS, INC. ©
American Inn quality foods for
hotels, restaurants and insti-
tutions. Whole kernel golden
sweet corn. Net weight 6 lbs.
10 oz. © 4Nov63; KK177753.

AMERICAN JET SPRAY INDUSTRIES, INC. ©
Re-Pell, personal protectant spray
for protection against the attack
of assailants. Net wt. 2.5 oz.
© 28Oct63; KK177685.

AMERICAN MUTUAL LIABILITY INSURANCE
CO. ©
He built from the ground up. [En-
dorsed by Edwin S. Joehnk] (In
Engineering news-record, Sept. 26,
1963, p.16) © 24Sep63; KK176101.

I appreciate sustained effort.
[Endorsed by Julius A. Scheibel]
(In Engineering news-record,
Aug. 29, 1963, p.14) © 27Aug63;
KK175743.

I like a man I can count on. [En-
dorsed by Justin Brown] (In
Business week, Dec. 7, 1963, p.29)
© 6Dec63; KK177415.

I like a man who comes to the point.
[Endorsed by Hubert A. Lavallee]
(In Newsweek, Sept. 2, 1963,
p.10) © 27Aug63; KK175744.

I like a man who levels with me.
[Endorsed by J. Gilbert Stein]
(In Engineering news-record, Aug. 1,
1963, p.10) © 30Jul63; KK174997.

I like a man with ingenuity. [Endorsed
by Gilbert A. Bruno] (In Engineer-
ing news-record, July 4, 1963, p.24)
© 2Jul63; KK174790.

I like a positive attitude. [En-
dorsed by Robert E. Pflaumer]
(In Wall Street Journal, Nov. 6,
1963, p.15) © 6Nov63; KK177414.

These men work to prevent accidents.
[Endorsed by Elmer F. Franz] (In
Newsweek, July 8, 1963, p.10)
© 2Jul63; KK174791.

They do more for us. [Endorsed by
Sam M. Boykin, Jr.] (In Newsweek,
Sept. 30, 1963, p.12) © 24Sep63;
KK176102.

We like a clear thinker. [Endorsed by
Walter T. Margetts, Jr.] (In News-
week, Aug. 5, 1963, p.8) © 30Jul63;
KK174998.

With the help of experts from American
Mutual, top corporations hold
workmen's compensation costs 26%
to 56% below average. [Endorsed by
Flintkote Co.] (In The Wall Street
Journal, Sept. 19, 1963, p.14-15)
© 19Sep63; KK176103.

AMERICAN OIL CO. ©
Americana: Custer's last stand. (In
Life, May 18, 1962, p.100-101)
© 15May62; KK176331.

A golden spike was the final tie.
There's nothing in the world like
traveling in America. (In Reader's
digest, Oct. 1963, p.168B-C)
© 23Sep63; KK175976.

Good trip? Not a speck of trouble.
(In Miami herald, Nov. 12, 1963,
p.20-A) © 12Nov63; KK177148.

My advice, Sir, get De-Icer. It's
now in both American super premium
and American regular gasolines
at no extra cost. (In Deseret
news and telegram, Dec. 2, 1963,
p.7C) © 2Dec63; KK177529.

My advice, sir, get De-Icer! Not
a speck of trouble. Amoco gasoline.
(In The New Orleans state item,
Nov. 4, 1963, p.18) © 4Nov63;
KK177191.

Oklahoma started with a rush. (In
Life, Sept. 13, 1963, p.6-7)
© 11Sep63; KK175749.

AMERICAN OIL CO. STANDARD OIL DIVISION
Americana: Blackbeard. (In Life,
Aug. 24, 1962, p.42-43) © American
Oil Co. (In notice: Standard Oil
Division, American Oil Co.);
21Aug62; KK176330.

Americana: Evacuation of Boston.
© American Oil Co. (In notice:
Standard Oil Division, American
Oil Co.); 17Apr62; KK176329.

Just being together is the greatest
gift of all. (In The Reader's
digest, Dec. 1963, p.24B-24C)
© American Oil Co. (In notice:
Standard Oil Division, American
Oil Co.); 21Nov63; KK177263.

AMERICAN PETROFINA. ©
Meanwhile, if you're driving down the
road and you see a Fina station,
even if the sign says Cosden, and.
(In The Dallas times herald,
Sept. 23, 1963, p.A-9) Appl. au-
thor: Freeman & Gossage, Inc.
© 23Sep63; KK177608.

Pink Air, a major scientific break-
through in automotive know-how?
(In Fort Worth star-telegram,
May 6, 1963, section one, p.10)
Appl. author: Freeman & Gossage,
Inc. © 6May63; KK176360.

Pink Air, a tire-side chat. (In
Fort Worth star-telegram, Mar. 18,
1963, section two, p.8) Appl.
author: Freeman & Gossage, Inc.
© 18Mar63; KK176361.

Q: Is it true that all brands of
gasoline are pretty much alike?
Pink Air. (In Fort Worth star-tele-
gram, June 24, 1963, section two,
p.3) Appl. author: Freeman &
Gossage, Inc. © 24Jun63; KK177167.

AMERICAN QUARTER HORSE ASSN. ©
You start with the feet. (In Hoofs
and horns, July 1963, p.7)
© 3Jul63; KK176925.

AMERICAN REPUBLIC INSURANCE CO. ©
Based on the facts in the chart above,
which hospital insurance company
would you choose now? (In Life,
Oct. 18, 1963, markets 4, 6, 10,
15, p.R3) Appl. author: Bruce B.
Brewer & Co. © 18Oct63; KK177609.

If you have ever found yourself in
this position ... which hospital
insurance company would you choose
now? (In Life, Oct. 18, 1963,
markets 3, 5, 7, 11, p.R5) Appl.
author: Bruce B. Brewer & Co.
© 18Oct63; KK177610.

2 questions to ask yourself about
your hospital insurance. (In
TV guide, Western Illinois ed.,
Sept. 28-Oct. 4, 1963, p.A-46--
A-47) Appl. author: Bruce B.
Brewer & Co. © 28Sep63; KK177736.

Which box of strawberries would you
buy? But are you getting your
money's worth in hospital insurance?
(In Des Moines register, July 14,
1963, p.8-L) Appl. author: Bruce B.
Brewer & Co. © 14Jul63; KK177583.

Who wins when hospital insurance
companies are judged this way?
(In TV guide, Minneapolis-St. Paul
ed., Sept. 28-Oct. 4, 1963, p.A-62--
A-63) Appl. author: Bruce B.
Brewer & Co. © 28Sep63; KK177737.

Will your next illness cost you your
hospital insurance? (In TV guide,
Kansas City ed., Sept. 28-Oct. 4,
1963, p.A-46--A-47) Appl. author:
Bruce B. Brewer & Co. © 28Sep63;
KK177738.

AMERICAN ROAD EQUIPMENT CO. ©
Concrete reasons for using Econmobile
620. (In Contractors and engineers,
Aug. 1963, p.108) © 2Aug63;
KK175243.

Econmobiles help Peter Kiewit Sons'
Co build interstate 70 overpasses.
Econmobile 620. (In Contractors
and engineers, Sept. 1963, p.110)
© 3Sep63; KK175842.

Econmobiles lift, deliver, and pour
for seven building projects. (In
Contractors and engineers,
Nov. 1963, p.96) © 1Nov63;
KK177395.

Husky Econmobiles hurry completions
for Hawkins Construction. American
Econmobile 620. (In Contractors
and engineers, Oct. 1963, p.114)
© 30Oct63; KK176471.

No ancestors and proud of it.
You can't find the ol' granddaddy
of the new Econmobiles. (In
Contractors and engineers, June
1963, p.140) © 6Jun63; KK174148.
We're in the raising and lowering
business. (In Contractors and
engineers, July 1963, p.114)
© 3Jul63; KK174899.

AMERICAN SAINT GOBAIN CORP. ©
Huewhite sunscreens work 24 hours a
day. © 10Oct63; KK177651.

AMERICAN SUMATRA TOBACCO CORP. HILSUM
SALES CORP. See HILSUM SALES CORP.

AMERICAN TOBACCO CO. ©
A 5-shelf rack is like a 3-wheeled
cart. One short! (In Chain store
age, supermarket managers ed.,
Oct. 1963, p.65) Appl. author:
Batten, Barton, Durstine & Osborn,
Inc. NM: additions & revisions.
© 25Sep63; KK177272.

A 5-shelf rack is like a 3-wheeled
cart, one short. Today you need
MAP's Super Six. (In Chain store
age, supermarket managers ed.,
Sept. 1963, p.85) Appl. author:
Batten, Barton, Durstine & Osborn,
Inc. © 20Aug63; KK175900.

Get Lucky. Lucky Strike cigarettes.
[Hunting scene] (In Ebony, Sept.
1963, p.26) Appl. author: Batten,
Barton, Durstine & Osborn, Inc.
© 16Aug63; KK175627.

- Get Lucky. Trout fishing. Lucky Strike cigarettes. (In Ebony, July 1963, p.39) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Jun63; KK175625.
- Get Lucky, the taste to start with, the taste to stay with. Lucky Strike cigarettes. Cowboys. (In Grit, June 2, 1963) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2Jun63; KK175780.
- Hungry for flavor? Tareyton's got it. [Four illus. of pop open pack] (In Wilmington news, Aug. 7, 1963, p.3) Appl. author: L. C. Gumbinner Advtg. Agency. © 7Aug63; KK175223.
- Hungry for flavor? Tareyton's got it. [Girl holding cigarette in right hand] (In This week magazine, Aug. 4, 1963, p.8) Appl. author: L. C. Gumbinner Advertising Agency. © 4Aug63; KK175140.
- Hungry for flavor? Tareyton's got it. [Girl, left earring showing] (In Ebony, Aug. 1963, p.31) Appl. author: L. C. Gumbinner Advertising Agency. © 16Jul63; KK174787.
- Hungry for flavor? Tareyton's got it. [Head of man in open neck shirt] (In Time, July 12, 1963, p.41) Appl. author: L. C. Gumbinner Advertising Agency. © 9Jul63; KK174788.
- Infrared camera sheds new light on old question. (In Aibs bulletin, Aug. 1963, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: new matter. © 1Aug63; KK177465.
- Lucky Strike separates the men from the boys but not from the girls. (Bulldozer driver) (In Grit, Aug. 25, 1963) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Aug63; KK175779.
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- Lucky Strike separates the men from the boys, but not from the girls. [Race car driver] (In Ebony, Nov. 1963, p.45) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 16Oct63; KK177658.
- Lucky Strike separates the men from the boys, but not from the girls. [Race car driver] (In TV guide, Aug. 10-16, 1963) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7Aug63; KK175626.
- Lucky Strike separates the men from the boys, but not from the girls. (Trout fry) (In Grit, Sept. 22, 1963) Appl. author: Batten, Barton, Durstine & Osborn, Inc.; © 22Sep63; KK175903.
- The mildest top quality cigar. Antonio y Cleopatra. (In Tobacco retailers' almanac 1963-64, p.17) Appl. author: Gardner Advertising Co. © 1Nov63; KK176867.
- 1949, the big five had 86.9% of the market ... 1963, the modern merchant needs MAP, Modern American Plan. (In Chain store age, supermarket executives ed., June 1963, p.52-53) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20May63; KK175902.
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- Over, under, around, and through, Pall Mall travels pleasure to you. (In New York journal American, Aug. 19, 1963, p.30) © 19Aug63; KK175245.
- Over, under, around, and through, Pall Mall travels pleasure to you. (In Playboy, Nov. 1963, p.75) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 16Oct63; KK176520.
- Pall Mall's natural mildness is so good to your taste. (In Newsweek, Aug. 5, 1963, p.21) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 31Jul63; KK174891.
- Pall Mall's natural mildness is so good to your taste. (In Playboy, Sept. 1963, p.80) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 15Aug63; KK175225.
- Pall Mall's natural mildness is so good to your taste. (In Sports afield, Oct. 1963, p.20) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 27Sep63; KK176025.
- Quality products of The American Tobacco Co. 4 packages. (In NATD co-ordinator, Apr. 1962, p.22) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28Feb62; KK177655.
- Shot in the arm for tobacco research. (In Industrial medicine and surgery, Nov. 1963) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: additions & revisions. © 5Nov63; KK177271.
- Taste the delicious difference, only in new Montclair. (In New York times, Aug. 14, 1963, p.22) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 14Aug63; KK175251.
- Taste the delicious difference only in new Montclair. (In The Philadelphia inquirer, Today magazine, Sept. 29, 1963, p.17) © 29Sep63; KK176225.
- Try 'em all. Roi-Tan. (In Chicago daily news, Sept. 25, 1963, p.69) Appl. author: Terry Rees. © 25Sep63; KK176473.
- Try 'em all. Roi-Tan. (In Rocky Mountain news, Sept. 25, 1963, p.70) Appl. author: Terry Rees. © 25Sep63; KK176477.
- Try 'em all. Size up Roi-Tan. (In St. Louis post dispatch, Sept. 27, 1963, p.7C) Appl. author: Terry Rees. © 27Sep63; KK176478.
- Try 'em all, the long ... and the tall. Roi-Tan. (In The Morning record, Sept. 27, 1963, p.9) Appl. author: Terry Rees. © 27Sep63; KK176347.
- Try 'em all, the long, the short and the tall. Fresh Falcons. Roi-Tan. (In The Kansas City star, Oct. 4, 1963, p.18) Appl. author: Terry Rees. © 4Oct63; KK176640.
- Try 'em all, the long, the short and the tall. Fresh Falcons. Roi-Tan. (In Wyoming State tribune, Sept. 25, 1963, p.17) Appl. author: Terry Rees. © 25Sep63; KK176676.
- Try 'em all, the long, the short and the tall. Fresh Perfectos extra. Roi-Tan. (In The Kansas City star, Oct. 4, 1963, p.17) Appl. author: Terry Rees. © 4Oct63; KK176642.
- Try 'em all, the long, the short and the tall. Fresh Trumps. Roi-Tan. (In The Kansas City star, Oct. 4, 1963, p.19) Appl. author: Terry Rees. © 4Oct63; KK176641.
- Try 'em all, the long, the short and the tall. Roi-Tan. (In Seattle post intelligencer, Sept. 27, 1963, p.23) Appl. author: Terry Rees. © 27Sep63; KK176460.
- Us Tareyton smokers would rather fight than switch. Christmas. [Man's head] (In Playboy, Dec. 1963) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Nov63; KK177657.
- Us Tareyton smokers would rather fight than switch. (In Life, Oct. 11, 1963) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 7Oct63; KK176562.
- Us Tareyton smokers would rather fight than switch. Man's head. (In The Lexington herald, Sept. 12, 1963) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Sep63; KK176201.
- Us Tareyton smokers would rather fight than switch. (Man's head) (In The Sporting news, Sept. 21, 1963, p.15) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Sep63; KK175781.
- Us Tareyton smokers would rather fight than switch. [Woman's head] (In Time, Nov. 15, 1963) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Nov63; KK177654.
- What a delicious difference when the menthol's in the filter, only Montclair puts it there. (In New York journal American, July 22, 1963, p.7) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. NM: revision. © 22Jul63; KK175052.
- What a delicious difference when the menthol's in the filter, only Montclair puts it there. (In The New York times, July 15, 1963, p.18) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 15Jul63; KK174644.
- Why didn't somebody do it before? Montclair modern cigarettes. (In The Cleveland press, June 18, 1963, p.A-7) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. NM: illus. & revisions. © 18Jun63; KK174449.
- Why didn't somebody do it before? Read why Montclair's last puff tastes as fresh as the first puff. (In Trenton evening times, June 25, 1963, p.12) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. NM: new illus. © 25Jun63; KK175252.
- Why we take a cigarette's temperature. (In Aibs bulletin, June 1963, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. NM: new matter. © 1Jun63; KK177466.
- AMERICAN WHOLESALE CLUB, INC. © Absolutely last chance, guaranteed America's finest nylons. © 5Jun63; KK175738.
- Don't forget, you were recommended by a friend. © 5Jun63; KK175739.
- What's the matter? World's finest first-quality nylons. © 5Jun63; KK176002.
- AMISH FARM & HOUSE. 7 Sweets & 7 Sours pure quince jelly. Net contents 10 ozs. © Adolph Neuber d.b.a. The Amish Farm & House; 3Aug63; KK174920.
- AMPEX CORP. © What data recorder gives you the most performance per pound? FR-1300. (In Electronic design publication, June 7, 1963, p.155) © 7Jun63; KK177149.
- ANCIENT AGE DISTILLING CO. © All dads are alike on Father's Day. (In Cleveland press & news, June 12, 1963, p.B10) Appl. author: Otto Kleppner. © 12Jun63; KK174544.

ANCIENT AGE DISTILLING CO.-Con.

\$500.00 in prizes awarded each month. How a fish cleans up on good reading. Ancient Age bourbon. (In Sports afield, July 1963, p.5) Appl. author: Otto Kleppner. © 1Jul63; KK175633.

\$500.00 in prizes awarded each month. How a fish sizes up the law. Bourbon. (In Sports afield, Sept. 1963, p.63) Appl. author: Otto Kleppner. © 1Sep63; KK175898.

How a new coat keeps a grasshopper in style. Sports idea contest. (In Sports afield, Nov. 1963, p.11) Appl. author: Otto Kleppner. © 1Nov63; KK176848.

How to bait trout like an Easter bunny. Sports idea contest. (In Sports afield, Aug. 1963, p.17) Appl. author: Otto Kleppner. © 1Aug63; KK175783.

How to get Fido hooked on swimming. Sports idea contest. (In Sports afield, Oct. 1963, p.9) Appl. author: Otto Kleppner. © 1Oct63; KK176664.

How to give a dog the bird. Sports idea contest. (In Sports afield, June 1963, p.5) Appl. author: Otto Kleppner. © 1Jun63; KK174548.

If you can find a better bourbon, buy it. America's largest selling 6 year old Kentucky bourbon. (In Sports Illustrated, Mar. 4, 1963, p.M7) Appl. author: Otto Kleppner. © 4Mar63; KK174648.

If you can find a better bourbon, buy it. Ancient Age bourbon, 8 year old straight Kentucky bourbon. (In TV guide, Aug. 3, 1963, p.A-9) Appl. author: Otto Kleppner. © 3Aug63; KK175630.

If you can find a better bourbon, buy it; perfect call. (In National football league illustrated, Aug. 17, 1963, p.15) Appl. author: Otto Kleppner. © 17Aug63; KK176851.

If you can find a better bourbon, try it. (In Atlanta world, Sept. 19, 1963, p.2) Appl. author: Otto Kleppner. © 19Sep63; KK176663.

If you can give a better bourbon, give it; great for selling because it's great for giving. (In Indiana beverage life, Oct. 1963, p.10-11) Appl. author: Otto Kleppner. © 1Oct63; KK176847.

Impartial umpires agree: If you can find a better bourbon, buy it. (In Chicago White Sox official 1963 scorebook, p.24) Appl. author: Otto Kleppner. © 16Apr63; KK174549.

It beats all for the July 4th celebration. If you can find a better bourbon, buy it. (In The Washington post, July 3, 1963, p.A-6) Appl. author: Otto Kleppner. © 3Jul63; KK175899.

Return of the big 1/2 gallon offer. Ancient Age bourbon. (In Beverage industry news, July 1, 1963, p.20) Appl. author: Otto Kleppner. © 1Jul63; KK175631.

ANDERSON CO. ©

Anco dealers' \$5.00 box-flap bonus bond. © 30Sep63; KK177604.

Anco dealers' \$2.50 box-flap bonus bond. © 30Sep63; KK177605.

Anco six-pack, stock no.866, simplified wiper blade inventory; Anco arm-pack, stock no.155, simplified wiper arm inventory. © 30Sep63; KK177607.

Anco windshield wiper blades for top value, top performance. (Weatherly index 230) © 13Sep63; KK177606.

ANGOSTURA WUPPERMANN CORP. ©

Make mine an old fashioned and don't forget the Angostura bitters. [Man standing by bar dressed, except for pants, & wearing garters] (In Sports illustrated, Nov. 4, 1963, p.7) Appl. author: Foote, Cone & Belding. © 31Oct63; KK176966.

The shame, my son flunking Bartender School for not using Angostura in Manhattans. Angostura aromatic bitters. (In Newsweek, Oct. 7, 1963, p.65) Appl. author: Foote, Cone & Belding. © 1Oct63; KK176981.

ANHEUSER-BUSCH, INC. ©

As refreshing as crisp mountain air. Busch Bavarian beer. (In Evening tribune, San Diego, Calif., Aug. 2, 1963, p.a-32) Appl. author: William Spencer. © 2Aug63; KK176476.

The best of two worlds in one great beer. Busch Bavarian beer. (In New Orleans states-item, July 19, 1963, p.5) Appl. author: Joseph Dettling. © 19Jul63; KK175209.

Bright as sun on mountain snow, the beer that fits California living. Busch Bavarian beer. (In Los Angeles times, June 12, 1963, p.17) Appl. author: William Spencer. © 12Jun63; KK174442.

Clear and bright as mountain air. Busch Bavarian beer. (In Los Angeles times, Apr. 17, 1963, pt.1, p.17) Appl. author: William Spencer. © 17Apr63; KK174393.

Hungry? This calls for Budweiser. That Bud, that's beer. (In Columbia Missourian, Aug. 23, 1963, p.6) Appl. author: D'Arcy Advertising Co. © 23Aug63; KK175748.

In tab-top cans. Busch Bavarian beer. (In St. Louis Cardinals Busch Stadium scorecard, p.4 of cover) Appl. author: Joe Dettling. © 15Apr63; KK176765.

Old world smoothness, new world lightness. Busch Bavarian beer. (In Richmond times dispatch, May 24, 1963, p.26) Appl. author: William Spencer. © 24May63; KK174415.

Old world smoothness, new world lightness. Busch Bavarian. (In The Miami news, May 8, 1963, p.20A) Appl. author: William Spencer. © 8May63; KK174385.

Refreshingly different. Busch Bavarian beer. Bobsled on run. (In St. Louis Cardinals Busch Stadium scorecard, p.4 of cover) Appl. author: Joe Dettling. © 15Apr63; KK176767.

Refreshingly different. Busch Bavarian beer. Bottle & glass. (In St. Louis Cardinals Busch Stadium scorecard, p.4 of cover) Appl. author: Joe Dettling. © 15Apr63; KK176766.

Refreshingly different. Busch Bavarian beer. Skiers on slope. (In St. Louis Cardinals Busch Stadium scorecard, p.4 of cover) Appl. author: Joe Dettling. © 15Apr63; KK176768.

Sunny flavor beneath a snowy cap. Busch Bavarian. (In Evening tribune, San Diego, Calif., July 2, 1963, p.A-30) Appl. author: William Spencer. © 2Jul63; KK175807.

A world of difference, a new kind of beer. Busch Bavarian. (In Los Angeles times, May 22, 1963, p.17) Appl. author: William Spencer. © 22May63; KK174443.

ANTI-HYDRO WATERPROOFING CO. ©

For durable, impermeable concrete and masonry. Appl. author: Mortimer W. Meyer. © 16Sep63; KK176404.

Produce tough dustless floors; for non-dusting & impermeable concrete floors use Anti-Hydro. Appl. author: Mortimer W. Meyer. © 15Apr63; KK175371.

ANTOINE'S.

Edi-An's rose jar kit, for making a delightfully fragrant old fashioned rose jar pot-pourri. © Edith M. Antoine & William L. Antoine d.b.a. Antoine's; 1Jun63; KK174854.

APARTMENT INFORMATION DIRECTORY SERVICE, INC. ©

Aids. Appl. author: Stanley K. Gumble. © 10Jul63; KK175126.

APOLLO HOUSE.

The perfect way to record the happiest events of life, personalized delft blue Bar Mitzvah Plate, Bas Mitzvah plate. © Nathan L. Wolf d.b.a. Apollo House; 12Apr63; KK174432.

AQUARIUM SUPPLY CO.

Aquarium reflector. © Aquarium Supply Co., a division of Sternco Industries, Inc.; 4Apr60; KK176392.

AQUARIUMS, INC. ©

Junior Aquarist aquarium with Floating Hatchery. Complete 15 piece set. © 12Jun63; KK174398.

Junior Aquarist 15 piece, aquarium hobby set with Floating Hatchery. © 12Jun63; KK174399.

Wil-Nes fluorescent convert-a-lite; convert your aquarium reflector to fluorescent. © 28Jun63; KK177751.

AR-EX PRODUCTS CO. ©

Let facts protect your patients. Hypo-allergenic cosmetics. (In Skin, Aug. 1963) © 1Jul63; KK176117.

ARNOLD, ARNOLD. ©

The counting toy. No.975. © 13May63; KK174882.

Let's pretend story drawing set. A new idea .. contains school grade crayons and 4 whimsical story drawings books. Parker Bros. © 26Jun63; KK174678.

Make believe story drawing set. A self-starting art ... contains school grade crayons and 4 whimsical story drawing books. © 26Jun63; KK174611.

ARNOLD BAKERS, INC. ©

Buttermilk rolls; 12 home brown. Net weight 7 1/2 ounces. © 14Oct63; KK176609.

Dutch egg sandwich buns. Arnold. © 30Aug63; KK175600.

ARTCRAFT RUBBER STAMPS. ©

Instant rubber stamps, 3 lines in 3 minutes. Type, holder, ink pad. Appl. author: Robert Franklin Simpson. © 14Aug63; KK175557.

ASHLAND OIL & REFINING CO. ©

Great new Vitalized gasoline. Makes your engine come alive. Ashland Oil Products. (In Cincinnati post and times-star, Nov. 19, 1963, p.38) Appl. author: Ralph H. Jones Co. © 19Nov63; KK177070.

ASSOCIATED BLUE LAKE GREEN BEAN

CANNERS, INC. © Warm days, cool nights, and lakes of water. (In Cooking for profit, Nov. 1963, p.5) © 1Nov63; KK177427.

- ASSOCIATED GROCERS, INC.
Shur-fresh white enriched bread.
(Bakery goods wrappers) Net weight
16 oz. or over. © Associated
Grocers, Inc. & American Bakers
Cooperative, Inc.; 13May63;
KK175831.
- ASSOCIATED MATCH COMPANIES, INC. ©
Hang up your Christmas cards on the
line with Show-Offs. Enough to show
off 24 cards. NM: revisions & addi-
tions. © 2Apr62; KK174382.
- Hang up your Christmas cards on the
line with Show-Offs. Jumbo value
pack, enough for 48 cards. NM:
revisions & additions. © 2Apr62;
KK174383.
- ASSOCIATED PRODUCTS, INC. RIVAL
PACKAGING CO. See RIVAL PACKAGING
CO.
- ATENICO, --.
Deep in the heart of Dixieland. See
DISNEY (WALT) PRODUCTIONS.
- ATLAS SUPPLY CO. ©
Faster stops, smoother ride, Atlas
Bucron tire. (In Life, Aug. 9,
1963) Appl. author: McCann-
Erickson, Inc. © 5Aug63;
KK175867.
- Here's the rugged power you need when
the starting gets tough. Batteries.
(In Family weekly, Oct. 13, 1963,
p.14) Appl. author: McCann-
Erickson, Inc. © 13Oct63;
KK177257.
- More control, more comfort, more
mileage, more rubber at work with
Atlas tires. (In The Wall Street
journal, Feb. 6, 1963) Appl. au-
thor: McCann-Erickson, Inc.
© 6Feb63; KK174604.
- More rubber at work; new Atlas Plycron
tire. (In Life, July 12, 1963,
p.20-21) Appl. author: McCann-
Erickson, Inc. © 8Jul63; KK175293.
- More rubber at work, new Atlas Plycron
tire. [One tire] (In The Progress-
ive farmer, July 1, 1963) Appl.
author: McCann-Erickson, Inc.
© 14Jun63; KK174699.
- More rubber at work, new Atlas Plycron
tire. [Two tires] (In Progressive
farmer, June 3, 1963) Appl. author:
McCann-Erickson, Inc. © 15May63;
KK174696.
- See your Atlas dealer now, get
guaranteed radiator protection with
Atlas Perma-Guard anti-freeze.
(In The Progressive farmer, Oct.
1963, p.19) Appl. author: McCann-
Erickson, Inc. © 16Sep63; KK176727.
- To make sure your car starts.
Batteries. (In Family weekly,
Nov. 3, 1963, p.14) Appl. author:
McCann-Erickson, Inc. © 3Nov63;
KK177261.
- Two quick action guarantees on Atlas
tires. (In Life, Apr. 19, 1963,
p.52) Appl. author: McCann-
Erickson, Inc. © 15Apr63;
KK174697.
- ATTAL, CHARLES. ©
How's this for muscle? Mercury
Comet, V-8. [Mr. Merc flexing
muscles] © 18Mar63; KK177625.
- AUDIO FIDELITY, INC. ©
African latino voodoo drums. Choco
& his Mafimba Drum Rhythms.
[Record jacket] AFSD 6102.
© 3Sep63; KK176998.
- Bossa nova at Carnegie Hall.
[Record jacket] AFSD 6101.
© 3Sep63; KK177000.
- Eso es Latin jazz, man! Featuring
the world's greatest Latin jazz
drummer Antonio (Chocolate) Diaz
Mena. [Record jacket] AFSD 6117.
© 3Sep63; KK176991.
- Fast, fast, fast relief from TV
commercials. [Record jacket]
AFSD 6112. © 3Sep63; KK176990.
- The Gaillians, The gospel truth.
Dauntless DS 6310. © 1Jun63;
KK177622.
- El hombre Mexicano; Mariachi Nacional,
Arcadio Elias. [Record jacket]
AFSD 6116. © 3Sep63; KK177002.
- Home movie sound effects; selected
from the audio fidelity library
of sound effects. [Record jacket]
DFS 7018. © 3Sep63; KK176996.
- Moanin' n' groanin'. Tip & Tinker
with Charlie Scott. [Record jacket]
AFSD 6110. © 1Jun63; KK176993.
- Music of Cleopatra and the Nile.
Featuring Odette Kaddo and orches-
tra. [Record jacket] AFSD 6115.
© 1Jun63; KK176997.
- Organ jazz samba percussion, super-
sound. Andre Penazzi. [Record
jacket] DFS 7020. © 3Sep63;
KK176999.
- Patachou at Carnegie Hall. [Record
jacket] AFSD 6109. © 3Sep63;
KK177003.
- Plaza de Toros! La fiesta brava,
vol.2. Featuring the original
Banda Taurina of the Plaza Mexico,
world's largest Plaza de Toros.
Genaro Nunez, conductor. [Record
jacket] AFSD 5817. © 1Apr63;
KK176994.
- Russian Roulette and other bullet-
proof gags. Starring Bob Prescott.
[Record jacket] AFSD 6103.
© 1Jun63; KK176992.
- Torero! La fiesta brava, vol.3.
[Record jacket] AFSD 5818.
© 1Apr63; KK176995.
- Tzena Tzena, Hava Nagila and other
wedding dances. [Record jacket]
AFSD 6114. © 3Sep63; KK177001.
- AURORA CORP. OF ILLINOIS. WOOD & BROOKS
CO. See WOOD & BROOKS CO.
- AURORA PLASTICS CORP. ©
Model Motoring accessories in HO
scale. Item no.1217. © 22Aug63;
KK177183.
- AUSTIN, NICHOLS & CO., INC. ©
As long as you're up, get me a
Grant's. Blended Scotch whiskey.
Bottle & glass. (In N. Y.
Amsterdam news, Sept. 21, 1963,
p.52) © 21Sep63; KK176071.
- As long as you're up, get me a Grant's.
(In Time, Nov. 15, 1963, p.8)
Appl. author: Austin, Nichols &
Co., Inc. © 12Nov63; KK177101.
- It can't be gay without cool Chauvenet
Red Cap, France's great red sparkling
wine. (In The New Yorker, July 27,
1963, p.62) © 27Jul63; KK175201.
- AUTOMATED BUSINESS CARD SERVICE. ©
Automated Business Card Service.
© 13Sep63; KK175758.
- AUTOMATIC POULTRY FEEDER CO. ©
Big Dutchman Ben-Nevis egg handling
automation with a built-in future.
(Literature Cat. BN-1A) © 13Mar63;
KK175307.
- Big Dutchman brooders; infra-red
heating principle. (Literature
Cat-B-2) © 18Jul63; KK175484.
- The Big Dutchman Collect-O-Matic egg
gatherer and high capacity nests.
(Literature Cat-N-3) © 18Jul63;
KK175481.
- Big Dutchman conventional all steel
nests. (Literature Cat. N-2)
© 14Feb63; KK175306.
- Big Dutchman Econo gas brooder.
Model 40-15-0000. (Literature
B-2) © 22Jul63; KK175483.
- Big Dutchman egg cooler room plans;
build it yourself. (54-00-0075)
© 18Jul63; KK175482.
- Big Dutchman hotcake brooder. Model
40-180000. (Literature B-1)
© 6Mar63; KK174527.
- Big Dutchman infra-red brooder for
chicks. Model 40-23-0000. (Litera-
ture IRB-1) © 6Mar63; KK174529.
- Big Dutchman infra-red brooder for
pigs. No.40-25-0000. (Section 3,
HB-1) © 13Mar63; KK174530.
- Big Dutchman, new, easy-fill baby
chick fountain. No.30-68-0000.
(Literature W-10) © 29May63;
KK174532.
- Big Dutchman-Seymour carousel egg
washer; compact automatic egg
washer. (Literature EW-6)
© 6Mar63; KK174533.
- Big Dutchman Universal broiler trough
waterer. (Literature W-2)
© 24Apr63; KK174528.
- Float-O-Matic automatic poultry
waterer. Big Dutchman. (Literature
W-9) © 15May63; KK174531.
- New, egg collector flats from Big
Dutchman. (Literature EM-5)
© 22Jul63; KK175486.
- New, value packed Big Dutchman Thrifty
automatic broiler waterer.
(Literature W-11) © 22Jul63;
KK175485.
- Water-All automatic poultry waterer.
(Literature W-5) NM: revision.
© 10Oct62; KK174526.
- AUTOMOTIVE RUBBER CO., INC. ©
Arco air pollution control equipment.
(Bulletin AP3) © 6May63; KK174421.
- AVIS, INC. ©
Avis can't afford half-empty gas
tanks. (In Chicago tribune, section
1A, p.2) Appl. author: Doyle Dane
Bernbach, Inc. © 24Jun63; KK175606.
- Avis can't afford to make you wait.
(In Chicago tribune, Sept. 23,
1963, section 3, p.9) Appl. au-
thor: Doyle Dane Bernbach, Inc.
© 23Sep63; KK176673.
- Avis doesn't stop at London, Paris,
Rome, Berlin, Madrid. (In Quick
official airline guide, June 1963,
cover) Appl. author: Doyle Dane
Bernbach, Inc. © 31May63;
KK175122.
- Avis wants you to be remembered in
Tahiti. (In Travel agent blue
book, Convention Issue, Oct. 1963,
p.10) Appl. author: Doyle Dane
Bernbach, Inc. © 27Sep63;
KK177269.
- Could your salesman be driving your
company into the red? (In The Wall
Street journal, Aug. 21, 1963, p.5)
Appl. author: Doyle Dane Bernbach,
Inc. © 21Aug63; KK176503.
- If you find a cigarette butt in an
Avis car, complain, it's for our
own good. (In Newsweek, June 3,
1963, p.52) Appl. author: Doyle
Dane Bernbach, Inc. © 1Jun63;
KK174740.
- The second best way to really see a
country is to drive through it.
(In 1964 Montgomery Ward travel
catalog, 1964 issue, p.35) Appl.
author: Doyle Dane Bernbach, Inc.
© 15Oct63; KK177270.

- AVIS TRANSPORT OF CANADA, LTD. ©
Avis can't afford not to hold you.
(In The Chronicle-herald, Oct. 28, 1963, p.19) Appl. author: Doyle Dane Bernbach, Inc. © 28Oct63; KK177439.
- Avis can't afford to give you a pain in the neck. (In Weekend magazine, Nov. 2, 1963, p.19. Canada) Appl. author: Doyle Dane Bernbach, Inc. © 1Nov63; KK177008.
- Avis can't afford to let you get in the red. (In The Chronicle-herald, Nov. 11, 1963, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 11Nov63; KK177434.
- Pourquoi louer une auto chez Avis? Ils ne sont pas les mieux connus. Avis Rentacar. (In Les Affaires, Oct. 21, 1963, p.2 of cover. Montreal) Appl. author: Doyle Dane Bernbach, Inc. © 19Oct63; KK177007.
- AVON COSMETICS.
New Tone 'n Tint creamy make-up for a dreamy look. (In True story, Mar. 1963, p.33) Appl. author: Monroe F. Dreher, Inc. © Avon Cosmetics a.a.d.o. Avon Products, Inc.; 6Jan63; KK174488.
- AVON PRODUCTS, INC. ©
Avon calling; let Avon come in, let beauty begin. Cosmetics. (In Ebony, June 1963, p.151) Appl. author: Monroe F. Dreher, Inc. © 16May63; KK174487.
- Avon calling makes the great difference. Cosmetics. (In The Progressive farmer, June 1963, p.53) Appl. author: Monroe F. Dreher, Inc. © 15May63; KK174493.
- Avon calling now has a masculine ring; Avon for men. A man's choice of shaving essentials. (In Life, July 12, 1963, p.18) Appl. author: Monroe F. Dreher, Inc. © 8Jul63; KK177522.
- Avon calling now has a masculine ring; Avon for men. After-shave refreshers. (In Life, Aug. 23, 1963, p.67) Appl. author: Monroe F. Dreher, Inc. © 19Aug63; KK177527.
- Avon calling now has a masculine ring, Avon for men. 5 top performers: cream hair lotion. (In Life, May 31, 1963, p.85) Appl. author: Monroe F. Dreher, Inc. © 27May63; KK174491.
- Avon calling now has a masculine ring, Avon for men. 3 new, convenient sprays. (In Life, May 3, 1963, p.83) Appl. author: Monroe F. Dreher, Inc. © 29Apr63; KK174492.
- Avon calling to put dancing highlights in your hair. Hi-Light shampoo. (In Good housekeeping, Apr. 1963, p.155) Appl. author: Monroe F. Dreher, Inc. © 19Mar63; KK174494.
- Avon knows, and he knows, that when your hair shines, you shine. Hi-Light shampoo. (In Seventeen, Apr. 1963, p.3 of cover) Appl. author: Monroe F. Dreher, Inc. © 1Apr63; KK174490.
- Gift magic from Avon, cosmetic toys for girls and boys. (In Progressive farmer, Oct. 1963, p.64) Appl. author: Monroe F. Dreher, Inc. © 16Sep63; KK177520.
- New, Avon Tribute for men, to men. (In Life, Oct. 4, 1963, p.43) Appl. author: Monroe F. Dreher, Inc. © 30Sep63; KK177523.
- Occur, new fragrance creation by Avon, the essence of elegance. (In Good housekeeping, Sept. 1963, p.126) Appl. author: Monroe F. Dreher, Inc. © 20Aug63; KK177525.
- This flower show case holds Avon's fabulous new fashion lipstick. (In McCall's, May 1963, p.17) Appl. author: Monroe F. Dreher, Inc. © 23Apr63; KK174489.
- This is Occur, new Avon fragrance creation. (In Harper's bazaar, Sept. 1963, p.131) Appl. author: Monroe F. Dreher, Inc. © 1Sep63; KK177526.
- Traditionally Christmas. Cosmetics. (In Ebony, Nov. 1963, p.151) Appl. author: Monroe F. Dreher, Inc. © 15Oct63; KK177519.
- Traditionally Christmas. Cosmetics. (In Progressive farmer, Nov. 1963, p.2 of cover) Appl. author: Monroe F. Dreher, Inc. © 16Oct63; KK177524.
- Wishing, Avon's new fragrance magic, gay as May. (In Good housekeeping, Oct. 1963, p.149) Appl. author: Monroe F. Dreher, Inc. © 17Sep63; KK177521.
- Let your cleaner do the dyeing, not your paintbrush. (In American paint & wallpaper dealer, Sept. 1963, p.75) © 1Sep63; KK175710.
- BALE PIN CO. ©
Class pins. 8 p. NM: additions. © 10Sep63; KK175712.
- BALL BROS. CO. ©
How to rack up more profits; set up a home canning center in your store. (In Food topics, July 1963, p.6) Appl. author: Applegate Advertising Agency, Inc. © 28Jun63; KK175143.
- Now, double protection. Dome lids. (In The Budget, July 25, 1963, p.3) Appl. author: Applegate Advertising Agency, Inc. © 26Jul63; KK175144.
- The perfect seal you get with new Ball dome Mason lids. (In The Valley courier, Aug. 5, 1963, p.2) Appl. author: Applegate Advertising Agency, Inc. © 5Aug63; KK175601.
- BALLHAWK CO.
Slats Gill's Ballhawk basketball retriever. © Ballhawk Co., division General Services Co.; 24May63; KK174423.
- BANKERS TRUST CO., NEW YORK.
At a time like this, who's thinking about estate planning? (In Time, Nov. 8, 1963, p.NY32) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 8Nov63; KK177145.
- At a time like this, who's thinking about estate taxes? (In Time, Oct. 25, 1963, p.NY15) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 25Oct63; KK176763.
- At a time like this, who's thinking about investments? (In Time, Dec. 20, 1963, p.NY9) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 20Dec63; KK177728.
- At a time like this, who's thinking about trust investments? (In Time, Sept. 27, 1963, p.NY7) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 27Sep63; KK176764.
- At a time like this, who's thinking about trust investments? (In Time, Nov. 22, 1963, p.NY19) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 22Nov63; KK177146.
- A Broadway director we know made a \$4000 personal loan for furnishing a house in Long Island. (Life in New York) (In New York world-telegram, May 13, 1963, p.15) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 13May63; KK175960.
- Check-out counter. (In Newsweek, Aug. 26, 1963, p.1) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 26Aug63; KK176047.
- A construction engineer we know just borrowed \$2000 to help pay his taxes. (Life in New York) (In The New York times, Apr. 9, 1963, p.51) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 9Apr63; KK175965.
- A dress manufacturer we know just made a \$1500 personal loan to help pay his insurance premiums. (Life in New York) (In Herald tribune, Apr. 22, 1963, p.8) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 22Apr63; KK175962.
- For family fun, come to Central Park. (Life in New York) (In New York world-telegram, June 10, 1963, p.7) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 10Jun63; KK175972.
- BACARDI IMPORTS, INC. ©
Bacardi el alma de su fiesta, donde hay Bacardi hay ambiente. (In Diario las Americas, July 12, 1963, p.15) Appl. author: Ross Roy, Inc. © 12Jul63; KK174711.
- Bacardi 151, now available for the first time in New York. Rum. (In Beverage media, metropolitan ed., Sept. 1963, p.70) Appl. author: Ross Roy, Inc. © 26Aug63; KK175529.
- Black devil, green devil, yellow devil, white devil. Rum. (In Cavalier, Oct. 1963, p.2 of cover) Appl. author: Ross Roy, Inc. © 4Sep63; KK175596.
- Calidad insuperable, suave y sabroso. (In El Diario-La Prensa, New York, June 20, 1963, p.10) Appl. author: Ross Roy, Inc. © 20Jun63; KK174565.
- It's good old eggnog time again. (In Daily news, Nov. 22, 1963, p.82) Appl. author: Ross Roy, Inc. © 21Nov63; KK177116.
- BAER, FRANK WILLIAM. ©
For sale: Abington Township, Roslyn, St. John of the Cross Parish. Real estate marketing service. Appl. author: Ray Thompson. © 18Oct63; KK176604.
- BAGDASARIAN, ROSS. ©
Chipmunks trace and color. 5019:100. Authorized ed. Saalfeld. © 22May63; KK176899.
- Christmas with the chipmunks. Alvin, Simon & Theodore with David Seville. vol.2. (Liberty, LRP-3334) © 24Oct63; KK176627.
- Christmas with the chipmunks. Alvin, Simon & Theodore with David Seville. vol.2. (Liberty, LSX-1017) © 24Oct63; KK176626.
- Wonderful day. The chipmunks, Alvin, Simon & Theodore with David Seville. (Liberty no.55635) © 1Nov63; KK176759.
- BAKER BRUSH CO., INC. ©
Are you dyeing with your paint brushes? (In American paint and wallpaper dealer, Aug. 1963, p.12) © 1Aug63; KK175014.

- For family fun, come to the Battery. (Life in New York) (In Herald tribune, Apr. 15, 1963, p.10) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 15Apr63; KK175966.
- For family fun, come to the Hispanic Society Museum. (Life in New York) (In Herald tribune, Apr. 25, 1963, p.13) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 25Apr63; KK175967.
- For family fun, come to the Yankee Stadium. (Life in New York) (In New York world-telegram, May 6, 1963, p.18) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 6May63; KK175968.
- Outgoing. (In Newsweek, June 3, 1963, p.1) Appl. author: Donahue & Coe Inc. © Bankers Trust Co.; 3Jun63; KK174637.
- A photographer we know made a \$3000 home improvement loan to turn his garage into a studio. (Life in New York) (In New York world-telegram, Apr. 29, 1963, p.6) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 29Apr63; KK175961.
- A pilot we know just borrowed \$3500 to help buy a new convertible. (Life in New York) (In Herald tribune, Apr. 18, 1963, p.14) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 18Apr63; KK175963.
- A sales manager we know just borrowed \$3900 for a brand new family sedan. (Life in New York) (In Herald tribune, Apr. 11, 1963, p.9) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 11Apr63; KK175964.
- Straw hats, sport cars, sewing machines. (In U.S.-Italy trade directory 1963-1963, 5th ed., p.60) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 8Jan63; KK175015.
- A surgeon we know just made a \$2000 personal loan to help pay his son's college tuition. (Life in New York) (In New York world-telegram, May 20, 1963, p.6) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 20May63; KK175969.
- Today he's taking his very first car ride. (Life in New York) (In The New York times, July 16, 1963, p.18) © Bankers Trust Co.; 16Jul63; KK175973.
- Today it's an afternoon outing at City Island. (Life in New York) (In The New York times, July 12, 1963, p.9) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 12Jul63; KK175970.
- Today they're visiting an eighteenth century house. Illus. includes Van Courtlandt House, Van Courtlandt Park. (Life in New York) (In New York world telegram, July 22, 1963, p.11) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 22Jul63; KK175971.
- What else did Jean Robert bring back from Germany? (In American banker, Aug. 1, 1963, p.13) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 1Aug63; KK176044.
- What's a five letter word for? (In Newsweek, Sept. 23, 1963, p.1) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 23Sep63; KK176762.
- Where will it go from here? Oil tanks. (In The Oil and gas journal, July 29, 1963, p.43) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 29Jul63; KK175374.
- Will it just sit there? [Lone spool of yarn] (In America's textile reporter, July 25, 1963, textile statistics section, p.42) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 25Jul63; KK175370.
- Will it just sit there? [Lone test tube] (In Chemical week, Aug. 3, 1963, p.20) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 3Aug63; KK176048.
- Will it just sit there? Man in cowboy hat. (In The Oil and gas journal, June 10, 1963, p.51) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 10Jun63; KK174638.
- Will it just sit there? Oil pipes. (In The Oil and gas journal, July 1, 1963, p.31) Appl. author: Donahue & Coe, Inc. © Bankers Trust Co.; 1Jul63; KK175376.
- BARK RIVER CULVERT & EQUIPMENT CO. © Bark River Culvert & Equipment Co. Manufacturers, corrugated metal culvert pipe and drainage products. © 1Jun63 (in notice: 1962); KK177544.
- BARTON'S CANDY CORP. © Americana chocolates. Barton's bonbonniere. 1 lb. net. © 11Nov63; KK177005.
- Chocolate covered marshmallow candles. (Chanukah) Net. weight 7 3/4 ozs. © 11Nov63; KK177004.
- Her imperial highness distributed her favors lavishly. Bonbonniere. (In The New York times, Dec. 1, 1963, p.138) Appl. author: Doyle Dane Bernbach, Inc. © 1Dec63; KK177437.
- If continental chocolates made from the royal recipes are being given away free to any commoner, what's the use of being king? Bonbonniere. (In Los Angeles times, Nov. 20, 1963, part 4, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 20Nov63; KK177438.
- Only twice in his lifetime did the king remove his hat. Barton's bonbonniere. (In New York Sunday times, Nov. 17, 1963, p.82) Appl. author: Doyle Dane Bernbach, Inc. © 17Nov63; KK177295.
- Why not make your own Sukkah? (In The New York times, Sept. 8, 1963, p.76) Appl. author: Doyle Dane Bernbach, Inc. © 8Sep63; KK176633.
- BASIC WIRE PRODUCTS, INC. © Mom-saver sport equipment rack for wall or door. Appl. author: James B. Saunders. © 19Aug63; KK175363.
- BATES FABRICS, INC. © Available, famous Bates Heirloom bedspreads. (In Installment retailing, Nov. 1963, p.16C) Appl. author: L. C. Gumbinner Advertising Agency. © 1Nov63; KK176703.
- Bates gives them the urge to splurge right through fall and Christmas. [Bedspreads] (In Daily news record, Aug. 21, 1963, between p.10 & 11) Appl. author: L. C. Gumbinner Advtg. Agency. © 21Aug63; KK175552.
- Give me liberty and Pride of Sturbridge; Bates weaves the spirit of '76 into ... bedspread. (In House beautiful, Sept. 1963, p.19) Appl. author: L. C. Gumbinner Advertising Agency. © 20Aug63; KK175755.
- Give me liberty, and pride of Sturbridge [Heirloom bedspread] (In The New York times magazine, Sept. 8, 1963, p.63) Appl. author: L. C. Gumbinner Advtg. Agency. © 8Sep63; KK175895.
- Holly is jolly, but she'd prefer Bates. Four girls & bedspreads. (In McCall's, Nov. 1963, p.57) Appl. author: L. C. Gumbinner Advertising Agency. © 24Oct63; KK177141.
- Major in drama; meet the most brilliant cast in bedspreads ... Piping Rock. (In Sunset, Sept. 1963, p.100-101) Appl. author: L. C. Gumbinner Advertising Agency. © 25Aug63; KK175654.
- Major in drama. Tampico. [Girl dressed as Indian in bedspread] (In Mademoiselle, Aug. 1963, p.115) Appl. author: L. C. Gumbinner Advtg. Agency. © 29Jul63; KK175239.
- The newest incentive; now from Bates the world's best known bedspreads. (In Premium practice, Sept. 1963, p.170) Appl. author: L. C. Gumbinner Advertising Agency. © 1Sep63; KK175753.
- Seductive enough to wear. [Antony bedspread] (In Vogue, Aug. 1, 1963, p.35) Appl. author: L. C. Gumbinner Advtg. Agency. © 1Aug63; KK175235.
- So I majored in art. But who needs the Mona Lisa to prove it? Cover your bed with a wow of a spread ... Quadrangle. (In Seventeen, Sept. 1963, p.83) Appl. author: L. C. Gumbinner Advertising Agency. © 1Sep63; KK175754.
- Which? Come on now ... these are but four of the Bates bedspreads. Girl wearing bedspread & 3 beds. (In House beautiful, Oct. 1963, p.15) Appl. author: L. C. Gumbinner Advertising Agency. © 19Sep63; KK176758.
- BAYUK CIGARS, INC. © Wooden indian display. © 11Jul63; KK177203.
- BEAIRD-POULAN, INC. © Preferred by professionals. Poulan 51, light, direct drive saw powered for the utility production cutter. (Bulletin no.6349) © 1Nov63; KK177533.
- Preferred by professionals. Poulan 63. (Bulletin no.6345) © 15Apr63; KK177532.
- BEAR MANUFACTURING CO. © Announcing the new Tealiner special. (In Southern automotive journal, Sept. 1963, p.127) Appl. author: Stevens Kirkland Stabelfeldt, Inc. © 8Sep63; KK177108.
- As advertised, under car care at the sign of the Bear. Appl. author: Stevens & Kirkland, Inc. © 20Apr63; KK174504.
- Get into profitable balancing all ways with Bear. (In Super service station, Oct. 1963, p.117) Appl. author: Stevens, Kirkland & Stabelfeldt, Inc. © 10Oct63; KK177100.
- Introducing a new dimension in performance service, now Proving Ground indoor road testing. Appl. author: Stevens, Kirkland & Stabelfeldt, Inc. © 30Sep63; KK176073.
- New under car care program, more proof it pays to go 100% Bear. (In Super service station, Aug. 1963, p.17) Appl. author: Stevens Kirkland Stabelfeldt, Inc. © 10Aug63; KK175246.

BEAR MANUFACTURING CO.-Con.

Sell under car service most needed, profitable, quick, express, while you wait service jobs. (In Automotive news, July 15, 1963, p.29) Appl. author: Stevens, Kirkland, Stabelfeldt, Inc. © 3Jul63; KK174762.

What all car owners, even hot rodders, want to know about under car care. (In Popular mechanics, Aug. 1963, p.31) Appl. author: Stevens Kirkland Stabelfeldt, Inc. © 9Aug63; KK175248.

What do you find when you look under a car? Appl. author: Stevens Kirkland Stabelfeldt, Inc.; © 12Aug63; KK175247.

BEAUTY-LOOM CORP. ©

Another glamorous new fashion by Beauty Loom; exquisitely styled 2 tone, linen textured dress with back zipper. © 28Oct63; KK176744.

Another glamorous new fashion by Beauty Loom; lovely princess look; linen textured dress with back zipper. © 28Oct63; KK176743.

Another glamorous new fashion by Beauty Loom; trimmed with colorful piping, linen textured shift dress with back zipper. © 28Oct63; KK176745.

Layered look, Beauty-Loom's dramatic new 80% orlon, 20% wool jersey shift dress. © 8Nov63; KK177122.

Layered look. Suedella 100% rayon shift dress. © 8Nov63; KK177123.

BEEBE, BONNIE B. ©

Trio, by Bonnie-Craft. © 5Jun63; KK174513.

BEEBE BROS., INC. ©

You can release a load instantly with this special quick-release holding dog. Beebe-40. (In Pacific work boat, May 1963, p.14) © 15May63; KK174676.

BELL TELEPHONE LABORATORIES, INC. ©

Speech synthesis, an experiment in electronic speech production. Science experiment no.3. © 1Aug63; KK177676.

BELSON CORP. HOFFMAN INDUSTRIES, AIR APPLIANCE DEPT. See HOFFMAN INDUSTRIES, AIR APPLIANCE DEPT.

BENDYNE, LTD. ©

Living Nail, unique penetrating nail hardener. Appl. author: Ben Dinerstein. © 15Aug63; KK175597.

BESCO PRODUCTS, INC. ©

Borden's pumpkin pie, decorated ice cream pie. Contents: 20 fluid ounces. © 7Nov63; KK177647.

Ice cream pie, chocolate whirl ice cream with whipped topping and chocolate sprills. Contents 16 fluid ounces. © 7Nov63; KK177648.

BESLY-WELLES CORP. ©

High speed steel, Besly Hi Angle Taper pipe taps. Appl. author: Stevens Kirkland Stabelfeldt, Inc. © 3Sep63; KK176399.

Premium high speed steel Belsly end mills. Appl. author: Stevens Kirkland Stabelfeldt, Inc. © 20Sep63; KK175958.

BETCO PRODUCTS.

Alphabet game with pictures. 62 piece set. © Peter Betres d.b.a. Betco Products; 18Jul63; KK176116.

Face making. 45 piece set. (Presidential series) © Peter Betres d.b.a. Betco Products; 18Jul63; KK176115.

Face making kit. 45 piece set. (Our first family series) © Peter Betres d.b.a. Betco Products; 18Jul63; KK176080.

Mix 'em and match 'em to make a 1001 different faces. 150 piece set. (Holiday series) © Peter Betres d.b.a. Betco Products (in notice: Betco's Products); 18Jul63; KK176081.

BETRAS, PETER. See BETCO PRODUCTS.

BILTMORE DAIRY FARMS. See BILTMORE HOUSE & GARDENS.

BILTMORE HOUSE & GARDENS.

Salad tomatoes with salt, ready to eat. Net wt. 14 ozs. or more. © Biltmore Dairy Farms, or Biltmore House & Gardens; 26Jul63; KK177170.

BINGO KING CO., INC. ©

New from Bingo King; public address system. No.131. © 27Nov63; KK177436.

BISCAYNE MANUFACTURING CO., INC. ©

Booze shaving cream. © 29Oct63; KK176917.

Hangover shaving cream. Net contents 5 ozs. © 29Oct63; KK176919.

Sex appeal shaving cream. Net contents 5 ozs. © 29Oct63; KK176940.

Shaving cream for nice girls. Net contents 5 oz. © 29Oct63; KK176918.

BISHOP (HAZEL) INC. See LANOLIN PLUS.

BLAST-N-PEEN DIVISION, DUNCAN PRODUCTS, INC. See DUNCAN PRODUCTS, INC. BLAST-N-PEEN DIVISION.

BLUE STAR TIRE CITY CORP. See KORVETTE TIRE CENTERS.

BLUM (B. G.) ASSOCIATES. ©

Madras accent rug in luxurious decorator colors. © 15May63; KK175189.

New and different, Madras wall to wall bathroom rug. © 15May63; KK175190.

Rayplush luxury room size rug. Pile: 100% viscose rayon. © 25Feb63; KK174459.

BOBBIE BROOKS, INC. ©

The girl most likely to find a hansom cab. (In Seventeen, Oct. 1961, p.21) © 10Oct61; KK175154.

BOEING CO. AIRPLANE DIVISION.

Rain repellent for aircraft windshields. D6-4305, type 1. © Boeing Co., Airplane Division (in notice: Boeing Co.); 1Nov63; KK177664.

BOGENE, INC. ©

Shoe and handbag holder. Style S28. © 11Apr63; KK177540.

BOND FOUNDRY & MACHINE CO. ©

Match-makers to simplify industrial caster and wheel selection. © 19Apr63; KK174478.

So how do you replace casters and wheels? © 19Apr63; KK174477.

BONNELL (WILLIAM L.) CO., INC. ©

Trimedge price list; decorative mouldings of aluminum alloy. © 28May63; KK175770.

BORDEN CO. ©

Borden's milk, the one to go on. (In Life, Jan. 26, 1962, p.19) © 22Jan62; KK176202.

Double malted, instant natural flavor, malted milk. Net wt. 14 oz. © 14Aug63; KK176655.

Evaporated milk, homogenized, vitamin D increased. Net weight 14 1/2 oz. © 31Aug63; KK176659.

Hemo, vitamin & mineral fortified, for chocolate flavored malted drinks. Net wt. 15 ozs. © 14Aug63; KK176658.

Instant chocolate flavored, sweetened malted milk. Net wt. 15 ozs. © 14Aug63; KK176656.

Sweetened condensed milk. Net weight 14 oz. © 31Aug63; KK176657.

Tastes so good it's hard to believe you're dieting. Borden's Ready Diet. (In Life, Apr. 27, 1962, p.29) © 23Apr62; KK177197.

Wylers' vegetable soup mix, 4 servings, cooks in minutes. Net wt. 1-3/4 oz. © 30Aug63; KK176385.

BORG-WARNER CORP. ©

Let's meet the family cook, chauffeur, and dry cleaner. (In Newsweek, Feb. 5, 1962, p.43) © 5Feb62; KK176785.

Let's step indoors for a breath of fresh air. (In The Wall Street Journal, Sept. 13, 1961, p.7) © 13Sep61; KK175300.

Now is the time to invest in today's proved new business opportunity, self-service drycleaning. Norge Laundry & Cleaning Village. (In U. S. news and world report, Nov. 20, 1961, p.117) © 20Nov61; KK176095.

BORON OIL CO. ©

Starts tomorrow, grand opening of 15 more Boron service stations. (In The Pittsburgh press, Aug. 14, 1963, p.5) Appl. author: McCann-Marschalk Co., Inc. © 14Aug63; KK175230.

BOSTON SAFE DEPOSIT & TRUST CO. ©

As you develop new electronics concepts, our unique Financial Cabinet is developing plans for your family's future. (In Boston herald, Oct. 22, 1963, p.41) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 22Oct63; KK176699.

Every minute you put into new interior design, our unique Financial Cabinet is designing a practical investment program for you. (In Boston herald, Oct. 8, 1963, p.21) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 8Oct63; KK176540.

Just as your first concern is for your family, our unique financial cabinet's first concern is planning for your family's future. (In The Christian Science monitor, Dec. 4, 1963, p.5) Appl. author: Mogul Williams & Saylor, Inc., employer for hire of Wray D. Kennedy. © 4Dec63; KK177715.

While you're managing a coast-to-coast corporation, our unique financial cabinet is managing an aggressive investment program for you. (In The Boston herald, Nov. 19, 1963, p.21) Appl. author: Mogul Williams & Saylor, employer for hire of Wray D. Kennedy. © 19Nov63; KK177545.

BOTANY INDUSTRIES, INC. SEA & SKI CO. See SEA & SKI CO.

BOURNS, INC. ©

Instrument specification summary brochure. © 13Mar63; KK175090.

- Model 3012 Trimpot potentiometer; high temp., humidity-proof Palirium element potentiometer. (Bulletin no. 3012/D/2) © 1May63; KK175083.
- Model 3052 Trimpot potentiometer; high temp., humidity-proof Palirium element potentiometer. (Bulletin no. 3052/D/3) © 1May63; KK175084.
- Model 3053 Trimpot potentiometer; high temp., humidity-proof Palirium element potentiometer. (Bulletin no. 3052/D/3) © 1May63; KK175085.
- Model 3281 Bourns potentiometer; micro-miniature, humidity-proof, carbon. (Bulletin no. 3281/K/2) © 23Jan63 (in notice: 1962); KK175079.
- Model 3301 Bourns potentiometer; micro-miniature, single turn, humidity proof Resiston carbon. (Bulletin no. 3301/C/3) © 15Apr63; KK175082.
- Model 3600 Knobpot potentiometer; 10-turn 3/4" diameter bushing mount. (Bulletin no. 3600/C/2) © 26Mar62; KK175089.
- Position/model 158; linear motion potentiometer. (Bulletin no. 158/B/3) © 7Mar63; KK175087.
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- Chanel no.5 for the bath. (In The New Yorker, Apr. 20, 1963, p.97) Appl. author: Norman, Craig & Kummel, Inc. © 18Apr63; KK175684.
- Chanel No.5 is the no.1 perfume sponsor on network television. (In Beauty fashion, Oct. 1963, p.62-63) Appl. author: Norman, Craig & Kummel, Inc. © 10Oct63; KK176720.
- Chanel no.5 travels through the summer with the greatest of ease and elegance. (In Beauty fashion, June 1963, p.108-109) Appl. author: Norman, Craig & Kummel, Inc. © 11Jun63; KK175952.
- Chanel presents a pre-Christmas production. No.5. (In Beauty fashion, Nov. 1963, p.72-73) Appl. author: Norman, Craig & Kummel, Inc. © 10Nov63; KK177057.
- Chanel, the most treasured name in perfume. Spray perfume and cologne. (In Esquire, Dec. 1963, p.7) Appl. author: Norman, Craig & Kummel, Inc. © 14Nov63; KK177695.
- Eau de Cologne from 3.50. Chanel No.5. (In Playboy, Nov. 1963, p.1) Appl. author: Norman, Craig & Kummel, Inc. © 15Oct63; KK176718.
- Every woman alive loves Chanel No.5. (In Glamour, Aug. 1963, p.13) Appl. author: Norman, Craig & Kummel, Inc. © 18Jul63; KK176017.
- Every Woman alive loves Chanel no.5. (In The New Yorker, Feb. 9, 1963, p.67) Appl. author: Norman, Craig & Kummel, Inc. © 2Feb63; KK175685.
- Every woman alive loves Chanel no.5. (In The New Yorker, May 4, 1963, p.53) Appl. author: Norman, Craig & Kummel, Inc. © 2May63; KK175686.
- Every woman alive loves Chanel No.5 in every way, every day. (In Beauty fashion, Aug. 1963, p.86-87) Appl. author: Norman, Craig & Kummel, Inc. © 10Aug63; KK176209.
- For the man of good taste, a gentleman's cologne. (In Town & country, Apr. 1963, p.13) Appl. author: Norman, Craig & Kummel, Inc. © 1Apr63; KK176400.
- New in Chanel No.22, spray perfume and spray cologne. (In Beauty fashion, Sept. 1963, p.84-85) Appl. author: Norman, Craig & Kummel, Inc. © 11Sep63; KK176018.
- Now bathe in Chanel no.5; new oil for the bath awakens the sleeping beauty of your skin. (In The New Yorker, Sept. 7, 1963, p.83) Appl. author: Norman, Craig & Kummel, Inc. © 7Sep63; KK176908.
- Now bathe in Chanel no.5. Oil for the bath. (In Holiday, Oct. 1963, p.45) Appl. author: Norman, Craig & Kummel, Inc. © 10Sep63; KK177058.
- Now, Chanel creates two classics for men. A gentleman's cologne & a gentleman's after shave. (In Beauty fashion, Oct. 1963, p.67) Appl. author: Norman, Craig & Kummel, Inc. © 10Oct63; KK176719.
- Now, Chanel creates two classics for men. A gentleman's cologne & a gentleman's after shave. (In Playboy, Nov. 1963, p.12) Appl. author: Norman, Craig & Kummel, Inc. © 15Oct63; KK176721.
- Summertime, and refreshing is easy with Chanel no.5 cologne. (In Beauty fashion, May 1963, p.50-51) Appl. author: Norman, Craig & Kummel, Inc. © 10May63; KK175057.
- Time is of the essence, only Chanel is timeless. No.5. (In Beauty fashion, July 1963, p.42-43) Appl. author: Norman, Craig & Kummel, Inc. © 10Jul63; KK174800.
- When even the rain seems to whisper his name, you're ready for Chanel, the most treasured name in perfume. No.5. (In Seventeen, Mar. 1963, p.9) Appl. author: Norman, Craig & Kummel, Inc. © 26Feb63; KK175650.
- When even the tide is on your side, you're ready for Chanel, the most treasured name in perfume. No.5. (In Seventeen, July 1963, p.9) Appl. author: Norman, Craig & Kummel, Inc. © 27Jun63; KK174460.
- When every day is Valentine's Day, you're ready for Chanel, the most treasured name in perfume. No.5. (In Seventeen, Feb. 1963, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 29Jan63; KK175651.
- When his post cards read like love sonnets, you're ready for Chanel. No.5. (In Seventeen, Aug. 1963, p.1) Appl. author: Norman, Craig & Kummel, Inc. © 30Jul63; KK175121.
- When you're in a class by yourself, you're ready for Chanel, the most treasured name in perfume. No.5. (In Seventeen, Sept. 1963, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 27Aug63; KK175649.
- CHAP STICK CO., MORTON MANUFACTURING CORP. See MORTON MANUFACTURING CORP. CHAP STICK CO.
- CHEESEHAVEN. Cheesehaven. NM: revision. © Richard H. Brassel d.b.a. Cheesehaven; 20Mar63; KK175904.
- CHEMICAL & POWER PRODUCTS, INC. © Chempro Sealol. 500 class mechanical seals. (Bulletin CP-668) Appl. author: Rockwell Associates. © 2Dec63; KK177290.
- CHROMA. Astro-Vue window stick-ons. No.3002. 22 scissor cutouts in full color. © Chroma, a product division of Frye & Smith, Ltd.; 23Jun63; KK176376.
- Astro-Vue window stick-ons. No.3052. 22 scissor cutouts in full color. © Frye & Smith, Ltd. (in notice: created by Chroma, products division of Frye & Smith, Ltd.); 23Jun63; KK175774.
- Bottle-glass window. No.2001. © Chroma, a product division of Frye & Smith, Ltd.; 11Mar63; KK176373.
- Build your own elephant trophy head. © Frye & Smith, Ltd. (in notice: created by Chroma, division of Frye & Smith, Ltd.); 4Mar63; KK175777.
- Build your own rhino trophy head. © Frye & Smith, Ltd. (in notice: created by Chroma, division of Frye & Smith, Ltd.); 4Mar63; KK175775.
- Build your own tiger trophy head. © Frye & Smith, Ltd. (in notice: created by Chroma, division of Frye & Smith, Ltd.); 11Mar63; KK175776.
- Build your own zoo mountain. No.301. © Frye & Smith, Ltd. (in notice: created by Chroma, division of Frye & Smith, Ltd.); 11Mar63; KK175778.
- Scuba-View window stick-ons. No.3001. 19 scissor cut-outs in full color. © Chroma, a product division of Frye & Smith, Ltd.; 11Mar63; KK176375.
- Stained glass window. Nativity scene, 20" x 36". No.1001. © Chroma, a product division of Frye & Smith, Ltd.; 11Mar63; KK176496.
- Stained glass window. Random pattern. No.2002. © Chroma, a product division of Frye & Smith, Ltd.; 12Jul63; KK176374.
- CHUN KING CORP. © Chicken chop suey dinner. Net weight 12 ozs. © 12Oct63; KK176644.
- Chicken chow mein, dinner for 3. Net weight 1 lb. 14 oz. © 15Oct63; KK176887.
- Chicken sukiyaki dinner. Net weight 13 ozs. © 18Oct63; KK176885.
- Chop suey with beef. Net weight 1 lb. © 15Oct63; KK176877.
- Chop suey with beef. Net weight 2 lbs. © 31Oct63; KK177065.
- Chow mein with chicken. Net weight 1 lb. © 16Oct63; KK176878.
- Chow mein with chicken. Net weight 2 lbs. © 16Oct63; KK176884.
- Chow mein with shrimp. Net weight 1 lb. © 18Oct63; KK176889.
- Chow mein with shrimp. Net weight 2 lbs. © 15Oct63; KK176890.
- Egg foo young Chinese omelet with gravy separate. Net weight 12 oz. © 16Oct63; KK176881.
- Fried rice with meat and eggs. Net weight 10 oz. © 18Oct63; KK176879.
- Shrimp chop suey dinner. Net weight 12 ozs. © 12Oct63; KK176645.
- Shrimp chow mein dinner for 3. Net weight 2 lbs. 1 oz. © 25Oct63; KK177064.
- 6 egg rolls Cantonese style with meat & shrimp. Net weight 6 oz. © 16Oct63; KK176880.
- Sukiyaki with chicken. Net weight 1 lb. © 18Oct63; KK176888.
- Sukiyaki with chicken dinner for 3. Net weight 2 lb. 7 oz. © 25Oct63; KK177066.
- Sweet & sour pork with vegetables in savory sauce. Net weight 1 lb. © 16Oct63; KK176886.
- Wilderness wild rice; extra fancy. Net wt. 8 ozs. © 18Oct63; KK176883.
- Wilderness wild rice; select. Net wt. 8 ozs. © 18Oct63; KK176882.
- CHURCH & DWIGHT CO., INC. © Fast, easy way to clean & sweeten refrigerator, Arm & Hammer soda bicarbonate. (In Redbook, Sept. 1963, p.111) Appl. author: Charles W. Hoyt Co., Inc. © 21Aug63; KK176622.
- Get quick relief from overindulging with Arm & Hammer soda bicarbonate. (In McCall's, Nov. 1963, p.227) Appl. author: Charles W. Hoyt Co., Inc. © 19Oct63; KK176624.

- If you figured summer the big use season for Arm & Hammer soda bicarbonate, look what's going for you to build heavy fall & winter shelf movement. (In Progressive grocer, Oct. 1963, p.16) Appl. author: Charles W. Hoyt Co., Inc. © 20Sep63; KK176623.
- Los Angeles chain backs soda bath solidly; made whopping 28% sales gain in '62 promotion. Arm & Hammer. [Endorsed by Ralph Shockman] (In Chain store age, July 1963, p.34) Appl. author: Charles W. Hoyt Co., Inc. © 21Jun63; KK175056.
- Pure? Sure. Purify with Arm & Hammer soda bicarbonate, the livin' end for bottles and nipples. (In American baby, June 1963, p.11) Appl. author: Charles W. Hoyt Co., Inc. © 21May63; KK174561.
- Soda fresh ups make summer twice the fun. Arm & Hammer soda bicarbonate. (In McCall's, July 1963, p.121) Appl. author: Charles W. Hoyt Co., Inc. NM: "new textual material." © 14Jun63; KK174563.
- Soda fresh ups make summer twice the fun. Arm & Hammer soda bicarbonate. (In Parents' magazine, July 1963, p.93) Appl. author: Charles W. Hoyt Co., Inc. © 21Jun63; KK175055.
- Well established in the management of babies. Arm & Hammer soda bicarbonate. (In Pediatrics, May 1963, p.xxiii) Appl. author: Charles W. Hoyt Co., Inc. © 19Apr63; KK174562.
- CINCINNATI MILLING MACHINE CO. ©**
Chucks for use with Cincinnati dividing heads. © 10Oct63; KK176186.
- CIRO. ©**
For your kind of woman; give it and she'll say, Oh La La, it's Paris in a perfume. (In Look, Dec. 19, 1961, p.147) © 19Dec61; KK174551.
- CLAFF (M. B.) & SONS, INC. ©**
The Peter Jay shoe by Sel Shoe Company. © 30Aug63; KK176072.
- CLAIROL, INC. ©**
Does she, or doesn't she? Miss Clairol Hair Color Bath. [Child holding onto button on woman's dress] (In Ebony, Sept. 1963, p.194) Appl. author: Foote, Cone & Belding. © 15Aug63; KK176973.
- Does she, or doesn't she? Miss Clairol Hair Color Bath. [Heads of 18 women] (In McCall's, July 1963, p.2 of cover & p.1) Appl. author: Foote, Cone & Belding. © 24Jun63; KK174539.
- Does she, or doesn't she? Miss Clairol Hair Color Bath. [Little girl & woman holding bird's nest] (In Life, Nov. 1, 1963, p.2 of cover) Appl. author: Foote, Cone & Belding. © 28Oct63; KK176974.
- Does she, or doesn't she? Miss Clairol Hair Color Bath. [Little girl holding sea shell up to woman's ear] (In Life, June 28, 1963, p.16-17) Appl. author: Foote, Cone & Belding. © 24Jun63; KK174537.
- Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman & baby in nursery] (In Ebony, Nov. 1963, p.153) Appl. author: Foote, Cone & Belding. © 15Oct63; KK176843.
- Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman & boy] Appl. author: Foote, Cone & Belding. © 25Oct63; KK177275.
- Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman & boy in baseball cap] Appl. author: Foote, Cone & Belding. © 30Oct63; KK177273.
- Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman & child with seashell] Appl. author: Foote, Cone & Belding. © 17Oct63; KK177274.
- Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman & little boy holding ice cream bar] (In Life, July 19, 1963, p.2 of cover) Appl. author: Foote, Cone & Belding. © 15Jul63; KK174911.
- Estara, o no estara? Miss Clairol. (In Selecciones del reader's digest, July 1963, p.17. Mexico City) © 25Jun63; KK174925.
- A famous haircoloring artist tells why you should use a special colorfast shampoo if you color or lighten your hair. [Endorsed by Leslie Blanchard] (In Hair style and beauty ideas, fall issue 1963, p.3) Appl. author: Foote, Cone & Belding. © 1Jul63; KK174915.
- A guide to becoming a blonde. Creme Toner. (In Life, Sept. 6, 1963, p.40-41) Appl. author: Doyle Dane Bernbach, Inc. © 4Sep63; KK176511.
- A guide to becoming a blonde. Creme Toner. (In The Reader's digest, Sept. 1963, p.12-13) Appl. author: Doyle Dane Bernbach, Inc. © 30Aug63; KK176416.
- Is it true blondes have more fun? Ultra-Blue Lady Clairol cremogenized hair lightener. [Couple in boating scenes] (In Hairdo, July 1963, p.4 of cover) Appl. author: Foote, Cone & Belding. © 5Jun63; KK174910.
- Is it true blondes have more fun? Ultra Blue Lady Clairol cremogenized hair lightener. [Couple in sports car scenes] (In Hairdo, June 1963, p.2 of cover) Appl. author: Foote, Cone & Belding. © 5May63; KK174917.
- Miss Clairol sent me. Miss Clairol Hair Color Bath. (In American hairdresser, July 1963, p.11-14) Appl. author: Foote, Cone & Belding. © 20Jun63; KK174536.
- This world famous hairdresser tells why you should use a special colorfast shampoo if you color or lighten your hair. [Endorsed by Enrico Caruso] (In The Washington post, Oct. 13, 1963, p.29) Appl. author: Foote, Cone & Belding. © 13Oct63; KK176844.
- This world famous hairdresser tells why you should use a special colorfast shampoo if you color or lighten your hair. [Endorsed by Mr. Ruel] (In Hairdo magazine, Aug. 1963, p.12) Appl. author: Foote, Cone & Belding. © 5Jul63; KK176838.
- What have you done for yourself lately to cash in on a winner? New no.83 natural black; like doctors ... back to school; Clairol's ABC daytime television sweepstakes. (In American hairdresser, Aug. 1963, p.5-11) Appl. author: Foote, Cone & Belding. © 20Jul63; KK174916.
- CLARK GRAVE VAULT CO. ©**
The man you lean on in a lonely hour, your funeral director. (In The Reader's digest, Nov. 1963, p.168A) Appl. author: Ranaid S. West. © 20Oct63; KK177592.
- CLEVELAND TWIST DRILL CO. ©**
New from Cleveland, premium steel high-speed end mills. Appl. author: W. Emerson Wenger. © 21Jun63; KK174741.
Super Mo-Max cobalt high speed ground tool bits, for single point machining. Appl. author: W. Emerson Wenger. © 14Sep63; KK175916.
- CLOROBEN CHEMICAL CORP. ©**
Cloroben DE; scaler, limer, ruster. © 20May63; KK174984.
- The Cloroben story. Presenting Drain Snake and Cloroben PT ... for correction and prevention of waste system problems. © 10Oct63; KK176539.
- New, revolutionary, Cloroben's 1-2 KO punch. Drain Snake. NM: rev. © 28May63; KK174375.
- New, revolutionary, Cloroben's 1-2 kayo punch. Drain snake, Cloroben PT. © 15Oct63; KK177051.
- CLOROX CO. ©**
At last, a bleach bottle that pours easy-as-a-pitcher. (In The Phoenix gazette, Aug. 15, 1963, p.62) Appl. author: Honig-Cooper & Harrington. © 15Aug63; KK176750.
- Biggest buy in bleach, new Clorox king size. (In Youngstown vindicator, Feb. 13, 1963, p.13) Appl. author: Honig-Cooper & Harrington. © 13Feb63; KK176749.
- Clorox gets out dirt detergents leave in. [Newsboy holding bag of papers] (In Better homes & gardens, Aug. 1963, p.5) Appl. author: Honig-Cooper & Harrington. © 1Aug63; KK176748.
- Clorox gets out dirt detergents leave in. [Newsboy holding rolled newspaper in one hand & bag of papers in other] (In San Jose news, May 22, 1963, p.93) Appl. author: Honig-Cooper & Harrington. © 22May63; KK176747.
- Clorox gets out dirt detergents leave in. Tomboys. (In San Jose news, Sept. 18, 1963, p.76) Appl. author: Honig-Cooper & Harrington. © 18Sep63; KK176958.
- Don't ask detergents to do a Clorox job. [Young baseball players] (In Better homes and gardens, July 1963, p.2 of cover) Appl. author: Honig-Cooper & Harrington. © 24Jun63; KK175013.
- 4 miserable cleaning jobs where you should let Clorox do the dirty work. (In Oakland tribune, May 1, 1963, p.X-17) Appl. author: Honig-Cooper & Harrington. © 1May63; KK176957.
- I'm ashamed to show my face. Clorox gets out dirt that detergents leave in. Talking bottle. (In Today (Philadelphia inquirer) Apr. 21, 1963, p.5) Appl. author: Honig-Cooper & Harrington. © 21Apr63; KK174657.
- To get out suds-proof body dirt, your suds need the added cleaning power of Clorox. (In Better homes & gardens, March 1962, p.5) Appl. author: Honig-Cooper & Harrington. © 1Mar62; KK177155.
- Troublemakers; don't ask your detergent to do these Clorox jobs. (In Better homes and gardens, June 1963, p.4 of cover) Appl. author: Honig-Cooper & Harrington. © 1Jun63; KK176746.
- CLUB DISTILLING CO. ©**
Absolutely delicious, happily inexpensive Club cocktails. (In Phoenix gazette, Apr. 29, 1963, p.16) Appl. author: Benton & Bowles, Inc. © 29Apr63; KK175043.
- COACH'S SPORTING GOODS CORP. ©**
Coach's Sporting Goods Corporation ... presents Miss Iso-Kit, the three minute per day way to specific figure care and development. Appl. author: Daniel E. Berry. NM: revisions & additions. © 4Jun63; KK175009.
- COCA-COLA CO. ©**
Big dream, made team. Things go better with Coke. (In Ebony, Nov. 1963) Appl. author: McCann-Erickson, Inc. © 15Oct63; KK177255.

- Big jobs call for the refreshing new feeling only Coca-Cola can give. [Couple washing dog] (In The Saturday evening post, June 29-July 6, 1963) Appl. author: McCann-Erickson, Inc. © 25Jun63; KK175875.
- Enjoy that refreshing new feeling, pause for ice cold Coca-Cola. (In Sepia, Sept. 1963, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 5Aug63; KK177262.
- Enter the Coca-Cola bottlers' Go American contest. (In Look, May 21, 1963) Appl. author: McCann-Erickson, Inc. © 7May63; KK177252.
- Enter the Coca-Cola bottlers' \$250,000 Go American sweepstakes. (In Ladies' home journal, May 1963, p.27) Appl. author: McCann-Erickson, Inc. © 30Apr63; KK176726.
- Refreshing new feeling; Coca-Cola, crisp and cold with the spirited taste that's never too sweet. [Fruit ice cube tray, glass & bottle] (In Sepia, Aug. 1963) Appl. author: McCann-Erickson, Inc. © 5Jul63; KK175872.
- Refreshing new feeling. Girl's school. (In American girl, Apr. 1963) Appl. author: McCann-Erickson, Inc. © 25Mar63; KK174605.
- Refreshing new feeling. Glass & cheeseburger. 24 sheet poster. Appl. author: McCann-Erickson, Inc. © 2Sep63; KK175876.
- Refreshing new feeling. Graduation. 24 sheet poster. Appl. author: McCann-Erickson, Inc. © 1May63; KK174700.
- Refreshing new feeling; salute fun in the sun with an ice cold Coca-Cola. (In Better homes & gardens, July 1963) Appl. author: McCann-Erickson, Inc. © 13Jun63; KK175873.
- Refreshing new feeling. Snow bough design. 24 sheet poster. Appl. author: McCann-Erickson, Inc. © 1Aug63; KK175594.
- Refreshing new feeling. Swimming group. 24 sheet poster. Appl. author: McCann-Erickson, Inc. © 1Jul63; KK175595.
- Refreshing new feeling; the girl most likely to be refreshed. (In Better homes & gardens, May 1963, p.83) Appl. author: McCann-Erickson, Inc. © 16Apr63; KK175871.
- Refreshing new feeling. Three glasses, fountain. 24 sheet poster. Appl. author: McCann-Erickson, Inc. © 3Jun63; KK174701.
- Refreshing new feeling on a hot summer day. Three glass sequence. (In McCall's, June 1963, p.27) Appl. author: McCann-Erickson, Inc. © 21May63; KK175874.
- Value wise. Half quart. 24 sheet poster. Appl. author: McCann-Erickson, Inc. © 1Aug63; KK175593.
- Words, music, fun, friends, all go better refreshed. Things go better with Coke. (In Ebony, Oct. 1963) Appl. author: McCann-Erickson, Inc. © 15Sep63; KK177258.
- COLGATE-PALMOLIVE CO. © Analyzed by this scientific computer Diana's dental records become vitally important to you. Dental cream. (In Ladies home journal, June 1963, p.51) Appl. author: Ted Bates & Co., Inc. © 28May63; KK176260.
- Bleach-white clothes without adding bleach? Impossible. Pruf, the chlorinated detergent. (In Medford mail tribune, June 27, 1963, p.1D) Appl. author: Lennen & Newell, Inc. © 27Jun63; KK175096.
- Clean clothes bleach-white without adding bleach? Go on. Pruf, the chlorinated detergent. (In Medford mail tribune, July 11, 1963, p.8D) Appl. author: Lennen & Newell, Inc. © 11Jul63; KK175097.
- Independent research verifies effectiveness of world's largest selling toothpaste: Newest clinical test confirms Colgate a leader in reducing new cavities. Dental cream. (In Herald, Everett, Wash., Apr. 30, 1963, p.7) Appl. author: Ted Bates & Co., Inc. © 30Apr63; KK176268.
- Independent research verifies effectiveness of world's largest selling toothpaste: Newest clinical test confirms Colgate a leader in reducing new cavities. Dental cream. (In Newark news, Mar. 19, 1963) Appl. author: Ted Bates & Co., Inc. © 19Mar63; KK176256.
- Who really won when the latest clinical research on tooth decay compared Colgate's Gardol formula and the most widely accepted fluoride brand? Dental cream. (In The Saturday evening post, Oct. 19, 1963, p.79) Appl. author: Ted Bates & Co., Inc. © 15Oct63; KK177406.
- Who really won when the latest clinical research on tooth decay compared the two leading toothpastes? Dental cream. (In Life, Aug. 16, 1963, p.67) Appl. author: Ted Bates & Co., Inc. © 12Aug63; KK176270.
- Who won? You and your family won. Colgate a leader in reducing new cavities. Dental cream. (In Life, May 24, 1963, p.92) Appl. author: Ted Bates & Co., Inc. © 20May63; KK176257.
- Who won when clinical testing compared Colgate dental cream with the most widely accepted fluoride toothpaste? (In Time, June 28, 1963, p.9) Appl. author: Ted Bates & Co., Inc. © 25Jun63; KK176425.
- COLGATE-PALMOLIVE CO. HOUSE OF AJAX. Fall cleaning is an awful job! That's what you think. Ajax. (In Youngstown vindicator, Sept. 1963, Rotogravure section, p.3-6) Appl. author: Norman, Craig & Kummel, Inc. © Colgate-Palmolive Co., House of Ajax (In notice: Colgate-Palmolive Co.); 29Sep63; KK176722.
- COLOR TILE OF COLORADO, INC. © Are you new in town, see Color Tile. (In The Denver post, Sept. 1, 1963, p.11A) © 1Sep63; KK176491.
- Check with Color Tile. (In The Denver post, July 14, 1963, p.12A) © 14Jul63; KK175215.
- Color Tile has a lot to offer. (In The Denver post, June 30, 1963, p.14A) © 30Jun63; KK175219.
- Color Tile sells every type of tile. (In The Denver post, Aug. 25, 1963, p.28A) © 25Aug63; KK176480.
- Count on Color Tile. (In The Denver post, Aug. 4, 1963, p.6A) © 4Aug63; KK176483.
- Get a load of this. (In The Denver post, Aug. 11, 1963, p.12A) © 11Aug63; KK176482.
- I'm a tile. (In The Denver post, July 7, 1963, p.6A) © 7Jul63; KK175217.
- Look for this sign, Color Tile supermarkets. (In The Denver post, June 9, 1963, p.22A) © 9Jun63; KK175218.
- The price is right at fabulous Color Tile. (In The Denver post, July 28, 1963, p.21A) © 28Jul63; KK175214.
- Title is 100 proof. (In The Denver post, Sept. 8, 1963, p.22A) © 8Sep63; KK176487.
- Title serves you right. (In The Denver post, Sept. 22, 1963, p.22A) © 22Sep63; KK176489.
- Title your kitchen, bathroom, basement? Let George do it. (In The Denver post, June 16, 1963, p.22A) © 16Jun63; KK175220.
- Time to re-tile? See Color Tile. (In The Denver post, July 21, 1963, p.25A) © 21Jul63; KK175216.
- Tune up your home with tile. (In The Denver post, Aug. 18, 1963, p.20A) © 18Aug63; KK176481.
- What, no tile? (In The Denver post, Sept. 15, 1963, p.16A) © 15Sep63; KK176490.
- What to do on your vacation, tile it yourself. (In The Denver post, June 23, 1963, p.6A) © 23Jun63; KK175222.
- Wow, what a tile sale. (In The Denver post, Sept. 29, 1963, p.16A) © 29Sep63; KK176488.
- Wow, what a tile sale from the big one, Color Tile supermarkets. (In The Denver post, June 2, 1963, p.24A) © 2Jun63; KK175221.
- COMET RICE MILLS, INC. © Do you want to lose 20 pounds in only 20 days yet never be hungry? (In The Dallas morning news, June 13, 1963, section 5, p.6) © 13Jun63; KK174342.
- Millions of dollars for you. (In The Rice journal, June 30, 1962, p.4 of cover) © 5Jul62; KK174343.
- COMMONWEALTH EDISON CO. Clothes dry the sweetest in a fume-free electric dryer. (In Chicago sun times, Aug. 1, 1963, p.36) © Commonwealth Edison Co. otherwise k.a. Commonwealth Edison - Public Service Co.; 1Aug63; KK175232.
- Happy Columbus day. That's the day we again reduce electric heat rates. (In Chicago tribune, Oct. 10, 1963, section 1A, p.14) © Commonwealth Edison Co. otherwise k.a. Commonwealth Edison - Public Service Co.; 10Oct63; KK176314.
- Now, but a new electric dryer and save up to \$60. (In Chicago tribune, Oct. 1, 1963, section 2, p.8) © Commonwealth Edison Co. otherwise k.a. Commonwealth Edison - Public Service Co.; 10Oct63; KK176221.
- You don't have to live suburb-ly to live superbly at Number One East Schiller. (In Chicago tribune, Nov. 18, 1963, section 1C, p.8) © Commonwealth Edison Co. otherwise k.a. Commonwealth Edison - Public Service Co.; 18Nov63; KK177208.
- COMMONWEALTH EDISON - PUBLIC SERVICE CO. See COMMONWEALTH EDISON CO.
- COMMUNICATIONS ASSOCIATES. Play 5-Grand at your Colonial Stores. © Premium Corp. of America d.b.a. Communications Associates; 17Oct63; KK177603.
- CONNECTICUT PENCIL CO. © Quality bonded lead pencils. 39. © 10Oct63; KK175559.
- Quality bonded lead pencils. 12. Appl. author: V. J. Wall, secty-treas. © 15May63; KK175559.
- 12 assorted supercolor crayon pencils. © 10Oct63; KK175560.

- 12 assorted supercolor crayon pencils. Appl. author: V. J. Wall, sec'y-treas. © 15May63; KK175560.
- CONO CHRISTIAN SCHOOL, WALKER, IOWA. Po-Stick, 300 fine gummed seals. Appl. author: Max Belz. © Cono Christian School; 10Oct63; KK176049.
- Po-Stik. 300 fine gummed seals. Appl. author: Max Belz. © Cono Christian School; 10Oct63; KK176938.
- CONSOLIDATED CIGAR CORP. © Introducing El Producto's new, elegant cigar, the Diamond Tip. (In The Retail tobaccoist, June 15, 1963, p.2 of cover) © 15Jun63; KK174687.
- Who will win 100 grand? El Producto. (In The Tobacco record, Sept. 1963, p.4) © 15Sep63; KK176936.
- CONSOLIDATED ELECTRODYNAMICS CORP. TRANSDUCER DIVISION. © Piezoelectric accelerometer system calculator; linear vibration calculator. © 19Aug63; KK176512.
- CONSUMER SPECIALTIES CORP. © Snap Fire charcoal lighter with throw-away aluminum foil chimney. Contains 5 lighters. Appl. states prev. pub. KK172781. NM: revision. © 25Nov63; KK177541.
- CONTINENTAL BAKING CO., INC. © Add a touch of Paris to holiday meals. Serve Continental brown 'n serve French rolls. (In Blade, Toledo, Nov. 8, 1962, p.31) Appl. author: Ted Bates & Co., Inc. © 8Nov62; KK176264.
- Baked for real bread lovers, Daffodil Farm bread. (In Meriden record, Feb. 14, 1963, p.17) Appl. author: Ted Bates & Co., Inc. © 14Feb63; KK176423.
- Get acquainted offer. Wonder Corn Chips. (In American Press, Lake Charles, La., Feb. 27, 1963, p.14) Appl. author: Ted Bates & Co., Inc. © 27Feb63; KK176247.
- Q: What makes this the greatest sandwich loaf ever baked? A: These 4 great new features. Wonder soft whirled sandwich bread. (In Tulsa tribune, Sept. 13, 1962, p.32) Appl. author: Ted Bates & Co., Inc. © 13Sep62; KK176266.
- Thousands asked for it; here it is. Daffodil Farm sandwich bread. (In Stamford advocate, Oct. 24, 1962, p.5) Appl. author: Ted Bates & Co., Inc. © 24Oct62; KK176272.
- To avoid gaining weight, follow the Profile bread plan. (In Dallas times herald, Oct. 11, 1962, p.6D) Appl. author: Ted Bates & Co., Inc. © 11Oct62; KK176422.
- CONTINENTAL ILLINOIS NATIONAL BANK & TRUST CO. OF CHICAGO. © Kangaroo bank. © 1Nov63; KK177757.
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- CONTINENTAL MERCHANDISE CO., INC. © Only all transistor push button ... portable high fidelity ac tape recorder at a realistic fast moving price. TP877. © 15Apr63; KK177127.
- CONTINENTAL OIL CO. © Are your repair bills too high? Conoco. (In The Progressive farmer, June 1963, p.37) © 20May63; KK175299.
- At your service. Conoco. (In The Talon, Apr. 1963, p.17) © 6Apr63; KK175298.
- Free at your Conoco station, complete pocket travel atlas. (In Evening world-herald, May 28, 1963, p.21) © 28May63; KK174591.
- Get away from it all, enjoy a Conoco pre-planned weekend trip from Dallas. (In The Dallas morning news, May 5, 1963, section 4, p.7) © 5May63; KK174598.
- Had any breakdowns lately? [Endorsed by Ernest Spattig] (In Colorado rancher and farmer, Mar. 9, 1963, p.4 of cover) © 9Mar63; KK174594.
- How much are engine repairs costing you? [Endorsed by Randall Stanley] (In The Dakota farmer, June 1, 1963, p.3) © 1Jun63; KK174597.
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- Now, there's a travel bureau in every Conoco station; new Conoco Touraide travel center. (In Life, May 10, 1963, p.R4) © 10May63; KK175297.
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- COOPER & BRASS SALES, INC. © American business is urged to protect and encourage free enterprise. Liberty Bell with encircling band. Appl. author: John F. Lepine. © 24Jun63; KK175017.
- COOPER INDUSTRIAL PRODUCTS, INC. © Tarps last longer with Cooper heavy duty rubber tarp straps. Appl. author: Leech Advertising Co. © 26Jul63; KK174832.
- Truck fleet operators prevent run flat damage with Cooper Little Giant valve stem locks. © 20Sep63; KK176902.
- CORROSION REACTION CONSULTANTS, INC. CRC formula 5-56 automotive, the mechanic's helper. Contents gallon. © Corrosion Reaction Consultants, Inc., subsidiary of Chas. J. Webb Co., Inc.; 15Nov59; KK174424.
- CRC formula 5-56 automotive; KK176458.
- CRC formula 2-26, electrical industry. Contents 454 grams. © 11Nov59; KK175941.
- COSMAIR, INC. © Vive la difference! L'ordinaire. L'Oreal. L'Oreal of Paris. (In Harper's bazaar, 1962, p.39) © 1May62; KK177006.
- COSTA'S ICE CREAM CO. © Waffles 'n' Ice Cream; 8 waffles, 4 vanilla ice cream slices. Contents: 16 or more fl. ozs. of ice cream/waffle wt. 7ozs. or more. © 3Sep63; KK176279.
- COTY, INC. © L'Almant, nothing makes a woman more feminine, more attractive. (In McCalls, Mar. 1962, p.2) Appl. author: Dancer, Fitzgerald & Sample. © 1Mar62; KK175268.
- L'or, the world's most modern, most luxurious perfume. (In The New Yorker, Nov. 4, 1961, p.36) Appl. author: Dancer, Fitzgerald & Sample. © 4Nov61; KK175207.
- COVENTRY (SARAH) INC. © The priceless look of beauty is seldom a matter of price. Fashion parade ensemble. Appl. author: Rumrill Co., Inc. © 24Oct63; KK176832.
- COX, J. P. © Fido's food for dogs. 5 lbs. net weight. © 26Jun63; KK174486.
- COYNE, HARRY J. © A tooth in the gums is worth two in the thumbs. (In Valley morning star, Harlingen, Tex., Dec. 4, 1963, p.6) © 4Dec63; KK177392.
- CRAFT MASTER CORP. © 1, 2, 3 oil painting set. 12 colors; 2 mounted 8" x 10" pictures. © 12Dec63; KK177531.
- 1, 2, 3 oil painting set. 12 colors; 2 mounted 8" x 10" pictures. © 12Dec63; KK177542.
- CREATIVE DISPLAYS, INC. © Flavor Kist cookie round-up set up instructions. © 1Nov63; KK176834.
- Helene Curtis Tweed counter display set up instructions. © 1Nov63; KK176836.
- How to install your case rail bar. © 20Aug63; KK176797.
- How to install your Helene Curtis Bright Idea shelf organizer. © 9Oct63; KK176790.
- How to set up your Buddi Bull display. © 4Oct63; KK176792.
- How to set up your Flavor Kist Cookie Barrel. © 13Sep63; KK176800.
- How to set up your floor merchandiser. © 1Nov63; KK176837.
- How to set up your floor merchandiser. Rippl-Tie deal No.RFD21, super sales merchandiser. © 11Jul63; KK175930.
- How to set up your Helene Curtis all purpose floor stand. © 2Nov63; KK176786.
- How to set up your Helene Curtis Tender Touch floor merchandiser. © 1Nov63; KK176787.
- How to set up your Jim Beam Rainbow floor merchandiser. © 16Oct63; KK176789.
- How to set up your Johnson's Wax all purpose bin. © 19Aug63; KK176803.

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- How to set up your Johnson's Wax floor merchandiser. © 1Jul63; KK175931.
- How to set up your Johnson's Wax floor merchandiser. © 6Sep63; KK176802.
- How to set up your Johnson's Wax Glo Coat 104 off floor merchandiser. © 11Jul63; KK175928.
- How to set up your Kings Men display. © 23Sep63; KK176804.
- How to set up your Lenthier Tweed window display. © 10Oct63; KK176788.
- How to set up your Mennen baby products floor merchandiser. (No. 1135-T (A)--1135-T (B)) © 18Jun63; KK175556.
- How to set up your Mennen economy size floor stand. © 14Nov63; KK177616.
- How to set-up your Mennen men's line promotion floor merchandiser. © 1Jul63; KK175933.
- How to set-up your Mennen men's line promotion jumbo display card. © 20Jul63; KK175927.
- How to set up your Mennen shelf extender. © 1Nov63; KK176835.
- How to set up your Mercury light and motion display. © 10Oct63; KK176791.
- How to set up your price rail banner holder. © 19Aug63; KK176796.
- How to set up your Rich Uncle motion display. © 4Sep63; KK176798.
- How to set up your Rippl-Tie floor merchandiser. © 10Jun63; KK175929.
- How to set up your Rippl-Tie floor merchandiser. Rippl-Tie deal no. RFD22. © 1Jul63; KK175932.
- How to set up your Swift Smoked Meat roof display. © 13Sep63; KK176801.
- How to set-up your Toni floor merchandiser. © 14Jun63; KK175926.
- How to set up your Top Value Stamp elephant display. © 15Aug63; KK176794.
- How to set up your Wilson's BV meat case display. © 3Sep63; KK176799.
- Set up instructions for your Sucaryl brand sweetener merchandiser. © 27Sep63; KK176793.
- This bright new floorstand display adds more selling power...to new Helene Curtis Enden shampoo. © 23Sep63; KK176805.
- To set up your plastic arch kit. © 19Aug63; KK176795.

CRESCA CO., INC. ©

- Gracious gourmet gifts. © 1Jun63; KK174345.

CROCKER-ANGLO NATIONAL BANK, SAN FRANCISCO.

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CROCKER-CITIZENS NATIONAL BANK, ©

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CROSS-OUT ADVERTISING CO., INC. ©

- Marathon's travel game, Cross-Out. Appl. author: John Heikes. NM: additions & revisions. © 23Jun63; KK175852.

- Now, play Marathon's exciting travel game Cross-out. 7 p. Appl. author: John Heikes. NM: additions & revisions. © 23Jun63; KK175865.

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- Croton's the place to go for value and here's how to get there. Croton Reliance. (In Jewelers' circular-keystone, Nov. 1963, p.39) Appl. author: L. C. Gumbinner Advertising Agency. © 1Nov63; KK176769.
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CROWN FOODS, INC. ©

- Ickle Dickle, the world's best pickle; kosher dills. (In Citizen-Journal, Columbus, Ohio, May 27, 1963, p.15) Appl. author: Harley W. Magee-Harry M. Miller, Inc. © 27May63; KK175117.

CROWN ZELLERBACH CORP. ©

- Chiffon aqua facial tissue. Aqua spider mums. 200 twinply, 400 single sheets. © 11Mar63; KK176005.
- Chiffon lilac facial tissues. Violet double mums. 200 twinply, 400 single sheets. © 11Mar63; KK176004.
- Chiffon pink facial tissue. Pink spider mums. 200 twinply, 400 single sheets. © 11Mar63; KK176007.
- Chiffon white facial tissues. Esther reed daisies. 200 twinply, 400 single sheets. © 11Mar63; KK176003.
- Chiffon yellow facial tissue. Yellow marguerite. 200 twinply, 400 single sheets. © 11Mar63; KK176006.
- Crinkle cut french fried potatoes. Stock no.497. © 24Oct63; KK176777.
- Fish portions; no.494, stock vignette. © 20May63; KK174420.
- Fish sticks; stock vignette, no.493. © 20May63; KK174419.
- French fried potatoes. Stock no.496. © 24Oct63; KK176778.
- Onion rings; no.495, stock vignette. © 4Oct63; KK176545.

CROWNLITE FLOURESCENT CORP. ©

- Floating in the halo of light. Babylon, series 535. © 1Mar63; KK175687.

- Product parade. Babylon, series 535. © 1Mar63; KK175105.

CUCAMONGA VINEYARD CO. ©

- Cardinal. California champagne. Net contents 4/5 quart. © 26Aug63; KK175531.

CUSHMAN, WILLA.

- Mr. Dusty, disposable anymop cover. © Willa Cushman d.b.a. Willa Cee Products; 17Sep63; KK176223.

D

D & H PRODUCTS. ©

- Please Feed Me; Feed Me laundry bag. Bear. Style 101. Appl. author: Daniel Blum. © 27Aug63; KK176501.
- Please Feed Me; Feed Me laundry bag. Kitten. Style 102. Appl. author: Daniel Blum. © 27Aug63; KK176500.

DCA FOOD INDUSTRIES, INC. ©

- Gold Mine Sparkle choco-banana royal; cake coated ice cream sundae bars. Net contents 6-3 fl. oz. bars. 18 fl. ozs. © 1Jul63; KK175732.
- Gold Mine Sparkle chocolate eclair. 6 pak. © DCA a.a.d.o. DCA Food Industries, Inc.; 27Apr63; KK174869.
- Gold Mine Sparkle chocolate marshmallow; cake coated ice cream sundae bars. Net contents 3-6 fl. oz. bars, 18 fl. ozs. © 1Jul63; KK175734.
- Gold Mine Sparkle devil's food cake; cake coated ice cream bars. Net contents 6-3 fl. oz. bars, 18 fl. ozs. © 1Jul63; KK175733.
- Gold Mine Sparkle pistachio cake; cake coated ice cream bars. Net contents 6-3 fl. oz. bars, 18 fl. ozs. © 1Jul63; KK175731.
- Gold Mine Sparkle strawberry shortcake. 6 pak. © DCA a.a.d.o. DCA Food Industries, Inc.; 27Apr63; KK174870.
- Gold Mine Sparkle toasted almond; ice cream bars. Net contents 3-6 fl. oz. bars, 18 fl. ozs. © 1Jul63; KK175735.

DAGGET, MAX, JR. ©

- Have it when you need it; improve buying efficiency with ReadIBryl. © 14Dec63; KK177680.

- ReadIBryl, pre-packed beryllium copper for model shops. © 12Jul63; KK174892.

DAIRY COUNCIL OF CALIFORNIA. ©

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DAL. See DAL MANUFACTURING CORP.

DAL MANUFACTURING CORP.

- Automatic frictionless electro-gravitational paper clip dispenser. By Exec-U-Toy. © Dal a.a.d.o. Dal Manufacturing Corp.; 27May63; KK175134.
- Directions. By Exec-U-Toy. © Dal a.a.d.o. Dal Manufacturing Corp.; 27May63; KK175131.
- Executive red tape cutter and paper clip. By Exec-U-Toy. © Dal a.a.d.o. Dal Manufacturing Corp.; 27May63; KK175133.
- Executive TRG, tension reduction gears, by Exec-U-Toy. © Dal a.a.d.o. Dal Manufacturing Corp.; 27May63; KK175132.

D'ALBRET, JEAN. ©

- Ecussion by Jean D'Albret. Ever since the sixteenth century ... Ecussion has been setting the scene for romance. (In The Social spectator, Jan. 1962, p.79) © 1Jan62; KK175785.

- DALINE, GORDON. ©
Vitamins-of-the-Month Club. Your vitamin calendar for September. © 25Jul63; KK174839.
- DAMROW BROS. CO. ©
Damrow leads the way in equipment for the future; get full details on the new Damrow Curd-A-Matic system. (In The Cheese reporter, Oct. 25, 1963, p.5) © 25Oct63; KK176753.
- DANIEL (JACK) DISTILLERY.
Anywhere in Jack Daniel's hollow is a good place to get a drink of water. Old no.7. (In The Mobile register, May 7, 1963, p.2B) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 7May63; KK174407.
- Cutting a Tennessee whiskey tree is the quickest step of the ancient process we still use to gentle Jack Daniel's. (In The Wall Street Journal, July 22, 1963, p.3) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 22Jul63; KK176364.
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Folks, enjoy the extra smoothness of my extra age Kentucky bourbon, 7 year old J. W. Dant. (In Daily news, New York, May 31, 1963, p.65) Appl. author: Otto Kleppner. © 31May63; KK174316.
- J. W. Dant now brings you Dant Ninety red label. (In New York Journal American, Sept. 26, 1963, p.38) Appl. author: Otto Kleppner. © 26Sep63; KK176228.
- J. W. Dant's 10 year old charcoal perfected whiskey. (In Indiana beverage life, July 1963, p.19) © 1Jul63; KK176226.
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Any-Sizer, the power V-roll, a new grinding device. © 20Oct63; KK177017.
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There's a Dazor lamp to fit the person, the job, the lighting need. Floating lamps. © 29Oct63; KK176694.
- DE FRATES (JOSEPH F.) CO. ©
Ready to serve, Chilli Man. Chilli Mac. Contents 1 lb. 4 1/2 ozs. © 26Jul63; KK175703.
- DELANDER, JOHN B. See TORETTE MANUFACTURING CO.
- DEL-TONE RECORD CO. ©
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- Fly Jimmy Jet, you control the speed. © 15Aug62; KK174502.
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How to bring New Life to your hair. © Frances Denney, Inc. (in notice: Frances Denney); 21Nov63; KK177383.
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Ideal no.23 floor squeegee. Appl. author: Kreicher & Melan, Inc. © 21Apr63; KK174742.
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Flavored aspirin for adults. Contents: 12 plastic pocket cases containing 12 tablets each. Display carton. © C. S. Dent & Co. a.a.d.o. Grandpa Brands Co.; 25Jun63; KK174670.
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- DIAMOND & CO. ©
Gifts for the head of the clan. Appl. author: Will Kaplan Advertising. © 1Jun63; KK174331.
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Warranty and owner's registry card. © 20Jun63; KK174397.
- DISNEY (WALT) PRODUCTIONS. ©
Addition & subtraction. Jiminy Cricket and Rica Moore. (A Disneyland record, ST-1922) © 12Jul63; KK176662.
All the songs from Walt Disney's Dumbo, music from the original motion picture sound track. (A Disneyland record, DQ 1204) © 8Sep59; KK175409.
All the songs from Walt Disney's Pinocchio, music from the original motion picture sound track. (A Disneyland record, DQ 1202) © 2Sep59; KK175408.
Deep in the heart of Dixieland. George Bruns and the wonderful jazz band. Illus.: Signed: Atencio. (A Disneyland record, WDL-3009) © 30Apr57; KK175401.
From Walt Disney's Fantasia, Toccata and Fugue, also Rite of spring. Leopold Stokowski and the Philadelphia Orchestra. (A Disneyland record, WDL 4101A) © 19Aug58; KK175419.
Little gems from big shows sung by Walt Disney's new stars of television featuring Darlene Gillespie. (WDL-3030) © 7May58; KK175398.
Music from the original motion picture sound track, Walt Disney's Pinocchio. Illus.: Signed: Kelsey. (A Disneyland record, WDL-4002) © 19May56; KK175399.
Original version, Barnaby's songs. (Little gem record, LG-723) © 21Jun61; KK175394.
Pop, goes the weasel and other nursery rhymes. (Little gem record, LG-738) © 15Jan63 (in notice: 1961); KK175395.
- Saludo amigos, Walt Disney's music from South of the border. Orchestra conducted by Leo Perachi. (WDL 3039) © 14Oct58; KK175403.
Songs from Walt Disney's Sleeping Beauty. (Mickey Mouse club, MM-32) © 28Nov59; KK175407.
The ugly bug ball from Walt Disney's Summer magic, also Femininity. (Little gem record, LG-770) © 14Jun63; KK175393.
Walt Disney presents all the songs from The sword in the stone. (A Disneyland record, DQ-1236) © 12Jul63; KK175402.
Walt Disney presents Animal stories of Aesop, narrated by Sterling Holloway. (A Disneyland record, DQ 1221) © 17Jul61; KK175415.
Walt Disney presents Best loved fairy tales. (A Disneyland record, ST 1918) © 22Jun62; KK175410.
Walt Disney presents Burl Ives' animal folk. (A Disneyland record, ST 3920) NM: art work. © 26Sep63; KK176660.
Walt Disney presents Goofy's dance party. 16 dances for children. (A Disneyland record, DQ 1210) © 7Oct59; KK175412.
Walt Disney presents More Mother Goose with the play-along-at-home rhythm band. (A Disneyland record, DQ 1225) © 22Jun62; KK175416.
Walt Disney presents Peter and the wolf, narrated by Sterling Holloway, also, from Fantasia, with Leopold Stokowski, The sorcerer's apprentice. (A Disneyland record, WDL 3016) © 3Apr58; KK175400.
Walt Disney presents Professor Ludwig von Drake. (A Disneyland record, DQ-1222) © 24Jul61; KK175406.
Walt Disney presents Songs from all around the world. Performed by Frances Archer. (A Disneyland record, DQ 1226) © 26Jun62; KK175417.
Walt Disney presents Tuby the tuba, narrated by Annette. (A Disneyland record, ST-1928) © 8Oct63; KK176661.
Walt Disney's Cinderella, music from the original motion picture sound track. (A Disneyland record, WDL-4007) © 3Apr57; KK175404.
Walt Disney's Little toot and other sailor songs with Chip 'n Dale. (A Disneyland record, DQ 1233) © 12Jul63 (in notice: 1962); KK175397.
Walt Disney's Mother Goose nursery rhymes with Sterling Holloway. (A Disneyland record, DQ-1211) © 4Feb60; KK175411.
Walt Disney's Sleeping Beauty, all the songs from the motion picture. (A Disneyland record, DQ-1228) © 22Jun62; KK175405.
Walt Disney's Sleeping Beauty, music from the original motion picture sound track. Music adapted by George Bruns. (WDL-4018) © 5Jan59; KK175413.
Walt Disney's story of the Absent minded professor, featuring the Flubber song sung by Fred MacMurray. Narrated by Sterling Holloway. Illus.: Signed: Atencio. (A Disneyland record, ST-1911) © 22Mar61; KK175421.
Walt Disney's story of the Country cousin. Narrated by Sterling Holloway; music by Camarata. (A Disneyland record, ST-1903) © 3Sep59; KK175420.
Walt Disney's story of the Grasshopper and the ants, a musical fable told by Sterling Holloway with music by Camarata. (A Disneyland record, ST-1905) © 24Mar60; KK175418.
- Walt Disney's The legend of Sleepy Hollow and Rip Van Winkle. (A Disneyland record, ST-1920) © 4Feb63 (in notice: 1962); KK175396.
Walt Disney's Zoo songs. (A Disneyland record, DQ 1216) © 24Jun60; KK175414.
- DISTRIBUTORS, INC. ©
Jumbo garment bag holds 16 garments dress length. No.1235. Appl. authors: R. R. Stewart, Jr. & Paul Sims, Jr. © 23Sep63; KK177229.
- DIVERSIFIED PRODUCTS INTERNATIONAL.
Ultra all purpose detergent. Net contents: 5 lb. can. © Diversified Products International, a division of Charles F. Vardeman Corp.; 20Jul63; KK176933.
Ultra cleanser concentrate. Net contents: 5 lb. can. © Diversified Products International, a division of Charles F. Vardeman Corp.; 20Jul63; KK176930.
Ultra no rinse, no wipe, no stain instrument lubricant concentrate. Net contents: 1 gallon. © Diversified Products International, a division of Charles F. Vardeman Corp.; 20Jul63; KK176931.
Ultra sonic solution. Net contents: 1 gallon. © Diversified Products International, a division of Charles F. Vardeman Corp.; 20Jul63; KK176932.
- DIXIE CUP DIVISION, AMERICAN CAN CO.
See AMERICAN CAN CO. DIXIE CUP DIVISION.
- DOHANOS, STEVAN.
You can sense the expectation. See MOORE (BENJAMIN) & CO.
- DOME PUB. CO., INC. ©
Dome makes bookkeeping a snap, and you'll save taxes, too. (In Life, Jan. 17, 1962, p.18) © 12Jan62; KK174737.
For the small businessman, professional, self employed, Dome makes bookkeeping a snap. Bookkeeping records. (In Life, Jan 16, 1963, p.20) © 11Jan63; KK174616.
- DONMOOR-ISAACSON, INC. ©
To: Donmoor, from: Mothers, U. S. A. (Consumer ad folder) Appl. author: Zlowe Co., Inc. © 15Jul63; KK17717L
- DOW CHEMICAL CO. ©
And in 1963, Handi-Wrap continues to be the leading polyethylene wrap, no matter how you count it. (In Progressive grocer, Aug. 1963, p.171) © 1Aug63; KK175387.
Count cash: Handi-Wrap dollar volume was more than all other polyethylene wraps combined. (In Progressive grocer, Aug. 1963, p.167) © 1Aug63; KK175388.
Count movement: Handi-Wrap turned over faster in 1962 than any other polyethylene wrap. (In Progressive grocer, Aug. 1963, p.169) © 1Aug63; KK175389.
Count noses: more people bought Handi-Wrap in 1962 than any other polyethylene wrap. (In Progressive grocer, Aug. 1963, p.163) © 1Aug63; KK175391.
Count size: Handi-Wrap case sales for 1962 soared over all other polyethylene wraps. (In Progressive grocer, Aug. 1963, p.165) © 1Aug63; KK175390.
How did the dew get in there? Saran Wrap. (In Good housekeeping, June 1963, p.47) © 1May63; KK174909.

- I'm Sluggo the snail, your inflatable toy; ask about me here. © 17Oct63; KK177384.
- Look pretty, feel pretty, go Zef-krome. Carole King creates the jaunty boy jacket costume ... in 100% Zefkrome acrylic. (In Seventeen, Aug. 1963, p.127) Appl. author: Norman, Craig & Kummel, Inc. © 30Jul63; KK175119.
- Look what's just popped up. New, Saran Wrap Squares in a convenient pop-out box. (In Life, Oct. 25, 1963, p.110) © 26Oct63; KK177662.
- New; large size Handi-Wrap refrigerator bags with twist ties. (In The Daily Times, Davenport-Bettendorf, Iowa, June 19, 1963, p.32) © 19Jun63; KK175386.
- Remember the last time you cleaned your oven? Forget it. New Dow oven cleaner is here. (In McCall's Nov. 1963, p.R-9) © 21Oct63; KK177661.
- Remember the last time you cleaned your oven? Forget it. New Dow oven cleaner is here. (In McCall's, Nov. 1963, p.R-17) © 21Oct63; KK177660.
- Save 10¢ on clear new Handi-Wrap refrigerator bags. (In The Daily Times, Davenport-Bettendorf, Iowa, June 26, 1963, p.34) © 26Jun63; KK175392.
- Who keeps the freshest sandwiches in all Iowa? You do with Handi-Wrap. (In Des Moines Tribune, July 11, 1963, p.21) © 11Jul63; KK177659.
- DOW JONES & CO., INC. ©**
Management in motion ... it happens every business day in every business market. (In New York Herald Tribune, Oct. 8, 1963, p.44) Appl. author: T. E. Callis. © 8Oct63; KK176218.
- A showroom in print. What happens as 1964 models of 10 of 12 U. S. auto divisions go on display in The National observer? (In The New York Times, Oct. 7, 1963, p.32) Appl. author: T. E. Callis. © 7Oct63; KK176211.
- DRACKETT CO. ©**
Dust catcher; new Endust makes a dust magnet out of your dust mop or cloth. (In Good Housekeeping, Nov. 1963, p.45) Appl. author: Young & Rubicam, Inc. © 21Oct63; KK176963.
- New hi-speed Windex with Amonia-D, the odor is out but the cleaning power's all there. (In Pictorial Living, San Francisco Examiner, Oct. 20, 1963, p.30) Appl. author: Young & Rubicam, Inc. © 20Oct63; KK176964.
- Only new disinfectant Vanish kills 100% of the germs in your toilet bowl in 15 seconds. (In Farm Journal, Nov. 1963, p.78) Appl. author: Young & Rubicam, Inc. © 12Oct63; KK176962.
- DRAF TOOL CO., INC.**
Instruction sheet for alternator tester kit [and] Instruction sheet for Diode tool kit. © 8May63; KK174651.
- DRAKE (GEORGE E.) BAKING CO. ©**
Light rye without seeds. Net weight 16 oz. or over. Appl. author: Jay Reich Advertising Agency. © 11Apr63; KK174574.
- DREIMAN, DAVID B.**
Crayon magic. See PLATT & MUNK CO., INC.
- DRITZ (JOHN) & SONS, INC. ©**
Belt & buckle kit. No.460, 3/4. 40" belt. © 7Aug63; KK177709.
- Collar point turner and button gauge. No.633. © 21Aug63; KK177703.
- Deluxe Golden Line belt kit. 40" belt. No.309, 3/4". © 14Sep62; KK177702.
- Dressmaker's see-thru gauge, easy to use, 6 inch ruler, 1/8" markings. No.641. © 29May62; KK177706.
- Fabri-Mend for making an invisible self-patch. No.671. 80 square inches. © 29May62; KK177708.
- 5-way sewing tool. No.746. © 25Apr62; KK177700.
- Hook and eye, clamp-on-type, for use on skirts and trousers. No.721. 3 sets. © 29May62; KK177705.
- Knobby twist pins; holds doilies, tidies, slip covers, mattress covers in place. No.602. 16 pins. © 29May62; KK177696.
- Large eyelet plier refills, for shower curtains, bags, drawstrings. No.575. 30 eyelets, 1/4" hole. © 14Sep62; KK177697.
- Large eyelets with attaching tool; grommets for shower curtains, interlacings. No.659. 14 complete, 1/4" eyelets. © 16Oct63; KK177698.
- Leather patches. No.729. Package contains 2 patches. © 16Oct63; KK177701.
- Loomed needlepoint seat cushions, gracefully shaped for captain's chair or Boston rocker. No.3505. © 29May62; KK177712.
- Loop turner; make your own trimmings. No.647. © 26Jun63; KK177699.
- Plasti-Mend, new formula, vinyl plastic mending tape. No.673. 60 square inches. © 25Apr62; KK177707.
- Roll-up yardstick. No.792. 36" long. © 19Sep63; KK177710.
- See-thru dressmaker's ruler. No.621. © 29May62; KK177714.
- Sewing machine needles; assorted sizes. No.723. © 25Apr62; KK177713.
- Snap toggles, for outer garments, jackets. No.770. © 16Oct63; KK177711.
- Tailor-ette; marks as you measure. No.691. © 25Apr62; KK177704.
- 6 big, rolled sugar, old fashioned ice cream cones. Net contents 21 fluid ounces. Appl. author: Milprint, Inc. © 29Oct62; KK176617.
- DU BARRY. ©**
Comes the dawn of a new day for your complexion. Creme Paradox by Du Barry. (In Vogue, Mar. 1, 1962, p.71) © 1Mar62; KK176853.
- Creme Paradox, new nutrient beauty-sleep cream. (In Glamour, Feb. 1962, p.47) © 1Feb62; KK175637.
- DUISBERG, FRED C. ©**
Traveler's tote. © 10Oct63; KK176406.
- DUKE FOREST PRODUCTS, INC. ©**
High highness, the Duke of Palco, says: You can cut painting costs over 40% with Palcote paint primed redwood. © 21Jun63; KK174689.
- DUNCAN FOODS CO. ©**
The coffee you'd drink if you owned all the coffee in the world. Maryland Club coffee. (In Look, Oct. 22, 1963, p.21) Appl. author: Clay Stephenson Associates, Inc. © 22Oct63; KK177181.
- Double image. [Lady in gown by Sarmi] Maryland Club coffee. (In Look, Sept. 24, 1963, p.M7) Appl. author: Clay Stephenson Associates, Inc. © 24Sep63; KK175864.
- We'll buy you any instant coffee of your choice. Instant Maryland Club coffee. (In The Houston Chronicle, Aug. 27, 1963, section 3, p.3) Appl. author: Clay Stephenson Associates, Inc. © 27Aug63; KK175848.
- Whatever the mood or the moment, Admiration, the coffee with first cup flavor in every cup. (In The Houston Chronicle, Sept. 4, 1963, section 4, p.7) Appl. author: Clay Stephenson Associates, Inc. © 4Sep63; KK175851.
- DUNCAN PRODUCTS, INC. BLAST-N-PEEN DIVISION. ©**
Hi, I'm new in your industry. New, revolutionary Zero Blast-N-Peen process of dry blasting metal surfaces with microscopic glass beads. Appl. author: Lloyd P. Duncan. © 26Aug63; KK177601.
- DUNN AND MCCARTHY, INC. ©**
Be a big wheel in today's retail shoe business. Enna Jetticks. (In Footwear news, July 11, 1963, p.11) Appl. author: Rockmore Co. Advertising, Inc. © 11Jul63; KK175240.
- \$8.99 to \$10.99 is a booming shoe market. Heel Huggers. (In Footwear news, Oct. 10, 1963, p.40) Appl. author: Rockmore Co. Advertising, Inc. © 10Oct63; KK177597.
- Enna Jetticks, America's smartest shoes for daytime wear. Appl. author: Rockmore Co. © 19Jul63; KK175554.
- Give the lady what she wants; make more money with Enna Jetticks 3 new style groups. (In Boot and shoe recorder, Apr. 15, 1963, p.25) Appl. author: Rockmore Co. Advertising, Inc. © 15Apr63; KK174429.
- Heel Huggers; great styles, new looks, low prices. Appl. author: Rockmore Co. © 1Aug63; KK175555.
- Heel Huggers, the surest way to growth and profits in the \$8.99-\$10.99 women's shoe market. (In Footwear news, May 23, 1963, p.17) Appl. author: Rockmore Co. Advertising, Inc. © 23May63; KK174427.
- DROLL YANKEES, INC. ©**
Birds on a May morning. DY-14. Appl. author: Peter Kilham. © 12Sep63; KK175802.
- The sea at Castle Hill; The Alexander Hamilton of the Hudson River day line. DY-15. Appl. author: Peter Kilham. © 19Nov63; KK177143.
- Songs of the clippers. DY-104. (Seaport series, no.4) Appl. author: Peter Kilham. © 3Jun63; KK174379.
- Spring morning. The recording and editing is by Peter Kilham. No.DY-M-1. © 26Aug63; KK175476.
- DRUMSTICK CO. ©**
4 big, rolled sugar, old fashioned ice cream cones. Net contents 14 fluid ounces. Appl. author: Milprint, Inc. © 29Oct62; KK176610.
- 4 ice cream Flavor Forms parfaits. Net contents 18 fl. oz. © 5Sep63; KK176612.
- 4 ice cream sundaes Drumsticks, nut sundaes in sugar cones. Net contents 10 fluid ounces. Appl. author: Milprint, Inc. © 29Oct62; KK176611.
- Frosty, 6 Push Ups. Net contents 18 fl. oz. Appl. author: Milprint, Inc. © 29Oct62; KK176619.
- Frozen Flavor Forms parfaits ready to serve 2. Contents 9 fluid oz. © 4Apr62 (in notice: 1961); KK176643.

DUNN AND MCCARTHY, INC.-Con.

- It takes style to comfort a woman. Enna Jetticks. (In Footwear news, June 27, 1963, p.232) Appl. author: Rockmore Co. Advertising, Inc. © 27Jun63; KK174995.
- Look again, it's the new, modern Enna Jettick look. (In Harper's bazaar, Oct. 1963, p.232) Appl. author: Rockmore Co., Advertising. © 1Oct63; KK176343.
- Look again, it's the new, modern Enna Jettick look. (In Vogue, Sept. 1, 1963, p.240) Appl. author: Rockmore Co. Advertising, Inc. © 1Sep63; KK177151.
- Look who's kicking up their heels for the holidays. Enna Jetticks. (In Footwear news, Sept. 1963, p.23) Appl. author: Rockmore Co. Advertising, Inc. © 19Sep63; KK175978.
- More retailers have made more money with Heel Huggers than with any other brand in the \$8.99 to \$10.99 woman's shoe market. (In Footwear news, Nov. 28, 1963, p.22) Appl. author: Rockmore Co. Advertising, Inc. © 28Nov63; KK177640.
- The new name in fashion comfort footwear. Enna Jetticks. (In Book and shoe recorder, Sept. 1, 1963, p.44) Appl. author: Rockmore Co., Inc. © 1Sep63; KK177630.
- Talk about the best for less and women listen. Enna Jetticks. (In Footwear news, Aug. 1, 1963, p.11) Appl. author: Rockmore Co. © 1Aug63; KK175000.
- 35,000,000 women want shoes like these. Enna Jettick. (In Footwear news, Nov. 28, 1963, p.17) Appl. author: Rockmore Co. Advertising, Inc. © 28Nov63; KK177641.
- Wear out the cash register? Enna Jetticks. (In Footwear news, Aug. 15, 1963, p.13) Appl. author: Rockmore Co. © 15Aug63; KK177150.
- What brand is this? It's one of America's most famous brand names in women's shoes. (In Footwear news, May 30, 1963, p.11) Appl. author: Rockmore Co. Advertising, Inc. © 30May63; KK174425.
- What brand is this? It's one of the good-looking new Enna Jetticks, America's smartest shoes for daytime wear. (In Ladies' home journal, Nov. 1963, p.130) Appl. author: Rockmore Co. Advertising, Inc. © 29Oct63; KK177551.
- What brand is this? It's one of the good-looking new Enna Jetticks, America's smartest shoes for daytime wear. (In Ladies' home journal, Dec. 1963, p.116) Appl. author: Rockmore Co. Advertising, Inc. © 27Nov63; KK177643.
- What brand is this? It's one of the good-looking new Enna Jetticks, America's smartest shoes. (In Family circle, Oct. 1963, p.92) Appl. author: Rockmore Co. © 17Sep63; KK175983.
- What price should you pay for this shoe? Here's the new Enna Jettick. (In Family circle, Nov. 1963, p.102) Appl. author: Rockmore Co. Advertising, Inc. © 22Oct63; KK176628.
- When it comes to your profit, we have 3 women in mind. Enna Jetticks. (In Boot and shoe recorder, May 15, 1963, p.10) Appl. author: Rockmore Co. Advertising, Inc. © 15May63; KK174428.
- Which is the new Enna Jettick? (In Footwear news, June 13, 1963, p.23) Appl. author: Rockmore Co. Advertising, Inc. © 13Jun63; KK174426.
- Who do you think makes these shoes? Enna Jetticks. (In McCall's, Sept. 1963, p.199) Appl. author: Rockmore Co. Advertising, Inc. © 20Aug63; KK177627.
- Who do you think makes these shoes? (In Ladies' home journal, Oct. 1963, p.92) Appl. author: Rockmore Co. © 24Sep63; KK176344.
- DU PONT DE NEMOURS (E. I.) & CO., INC. ©
How does the future look for refinishing? Smooth, bright, durable with Du Pont. (In Autobody and the reconditioned car, Sept. 1963, p.28-29) Appl. author: N. W. Ayer & Son, Inc. © 15Sep63; KK176182.
- What styles of cars will you be refinishing in 1973? (In Autobody and the reconditioned car, July 1963, p.26-27) Appl. author: N. W. Ayer & Son, Inc. © 15Jul63; KK174924.
- DUTTON (E. P.) & CO., INC. ©
Pooch's birthday book, by A. A. Milne. Drawings by E. H. Shepard. Appl. author: E. P. Dutton & Co., Inc., employer for hire. © 15Aug63; KK176493.
- E
E. R. ENTERPRISES.
The executive cat napping kit. Snooze. © Ernest Richardson d.b.a. E. R. Enterprises; 28May63; KK174570.
- EAGLE-FREEDMAN ROEDELHEIM, INC. See EAGLE SHIRTMAKERS.
- EAGLE SHIRTMAKERS.
Dear Miss Afflerbach or shirtkerchief revisited. (In The New Yorker, Nov. 18, 1961, p.141) © Eagle-Freedman Roedelheim, Inc. d.b.a. Eagle Shirtmakers; 18Nov61; KK175005.
- Save 3¢ on your next Eagle Inishowen Chevlot shirt. (In The New Yorker, Aug. 31, 1963, p.47) Appl. author: Freeman & Gossage, Inc. © 31Aug63; KK177166.
- Send for your free Eagle wardrobe watch strap. (In The New Yorker, Mar. 10, 1962, p.107) Appl. author: Freeman & Gossage, Inc. © 10Mar62 (in notice: 1961); KK175272.
- What do the ladies in cuffs do during the short sleeve season? (In The New Yorker, Apr. 20, 1963, p.140-141) Appl. author: Freeman & Gossage, Inc. © 20Apr63; KK175203.
- EARLY TIMES DISTILLERY CO. ©
Enjoy Early Times, true old-style Kentucky bourbon. (In Washington daily news, May 23, 1963, p.48) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 23May63; KK174588.
- Enjoy true old-style Kentucky bourbon. (In The Miami herald, May 16, 1963, p.3-D) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 16May63; KK174590.
- Every ounce a man's whisky. (In Los Angeles times, May 10, 1963, p.19) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 10May63; KK174589.
- Great, the true old-style Kentucky bourbon. [Black & white illus.] (In Chicago sun times, May 2, 1963, p.48) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 2May63; KK174586.
- Great, the true old-style Kentucky bourbon. [Color illus.] (In Sports Illustrated, June 10, 1963, p.29) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 6Jun63; KK174587.
- Kentucky Derby record times. (In The Courier journal, Louisville, Apr. 30, 1963, section 2, p.9) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 30Apr63; KK174584.
- EASTERN RESEARCH LABORATORIES, INC. ©
Active and eager as a child, poised and passive as a statue through controlled specific action. Venus. Appl. author: Jessie K. Batt. © 1Jun63; KK175681.
- EASY-OUT. ©
Cake pan liners for 8 inch cake pans. 18 liners. Appl. author: Jane Ann Raviele. © 25Jul63; KK174768.
- ECHO SPRING DISTILLERY. ©
Big call in Washington, 3,708,438 bottles sold. (In The Evening star, Washington, D. C., Feb. 20, 1963, p.A8) Appl. author: McCann-Erickson, Inc. © 20Feb63; KK174650.
- ECKERT PACKING CO. ©
Dinner Bell brand skinless wieners. Net wt. one lb. © 20May63; KK175303.
- EKCO PRODUCTS CO. ©
Flint has 46 ways of helping you make vegetables delectable. (In Better homes & gardens, May 1962, p.26) © 15Apr62; KK176285.
- Love to cook but hate to clean up? (In Parents' magazine, Apr. 1962, p.82) © 15Mar62; KK177682.
- ELAM MILLS, NATIONAL BAKERS SERVICES, INC. See NATIONAL BAKERS SERVICES, INC. ELAM MILLS.
- ELCO TOOL & SCREW CORP. ©
Elco aids for home and office. Appl. author: Charles R. Williams. 1963; issue no.
4. © 19Apr63; KK174615.
5. © 6Jun63; KK174614.
6. © 3Jul63; KK174613.
7. © 26Jul63; KK174826.
8. © 4Sep63; KK175737.
9. © 21Oct63; KK176782.
10. © 31Oct63; KK176783.
11. © 20Nov63; KK177106.
12. © 9Dec63; KK177535.
- ELECTRIC ICE CO. ©
Crushed Penguin ice. © 1Mar61; KK175104.
- ELECTROLUX CORP. ©
Electrolux moth proofer. Net contents 1 U. S. gallon. © 5Aug63; KK175422.
- ELKAY MANUFACTURING CO. ©
Cuisine Console by Elkay, fashioned for the wonderful world of the West. (In Sunset, June 1963, p.189) © 16Jun63; KK176125.
- Elkay million dollar program to sell up to more profit. (In Domestic engineering, Aug. 1963, p.38-39) © 2Aug63; KK176556.
- Glamorous servants for the good life by Elkay. Starlite. © 18Jul63; KK176122.
- Good news from Elkay. New program, Elkay to forward inquiries from all ads directly to dealers. Vol. 1, issue 6. © 6Sep63; KK176553.

- Good news from Elkay; sculptured styling now on low cost Celebrity, the first low cost sink built up to a standard. (In Domestic engineering, May 1963, p.5) © 6May63; KK176124.
- Good news from Elkay. (Vol. 1, issue 4, July 1963) © 9Jul63; KK176123.
- Good news from Elkay. (Vol.1, issue 5, Aug. 1963) © 9Aug63; KK176121.
- In award winning Record Houses, it's Elkay 9 to 1. Cuisine Console. (In Architectural record house of 1963, p.32) © 19May63; KK176126.
- Lustertone Ala Carte. Can I really place my sink accessories where I want them? (In Town & country, Sept. 1963, p.49) © 5Sep63; KK176557.
- Lustertone Ala Carte by Elkay; new idea, arrange your sink accessories so they work best for you. (In House & garden, Aug. 1963, p.33) © 5Aug63; KK176554.
- Million dollar program to sell up to more profit. Lustertone and Face-maker. © 9Jul63; KK176127.
- New from Elkay. Stainless steel sinks. (In Domestic engineering, Sept. 1963, p.5) © 3Sep63; KK176552.
- Water can serve throughout your home. Stainless steel sinks. © 18Jul63; KK176128.
- Women prefer stainless steel sinks. (In NAHB journal of homebuilding, Sept. 1963, p.14) © 19Sep63; KK176555.
- ELKO PRODUCTS, LTD. ©
Airplane have fun puz, the trick is to get plane out of hanger. Appl. author: Benjamin Koodin. © Elko Products, Ltd.; 9Aug63; KK175051.
- How much longer will you live? Appl. author: Benjamin Koodin. © 29Jul63; KK174835.
- Magic cards, with our compliments. Appl. author: Benjamin Koodin. © 29Jul63; KK174834.
- Sinclair have fun puz, get Dino out of Sinclair mark. Appl. author: Benjamin Koodin. © 8Jul63; KK175497.
- Token-Pak, keeps tokens handy, instant use. Appl. author: Benjamin Koodin. © 17Jul63; KK175135.
- With our compliments, a handy analysis. Appl. author: Benjamin Koodin. © 29Jul63; KK174836.
- With our compliments, thru-hole trick. Appl. author: Benjamin Koodin. © 29Jul63; KK174833.
- EMPIRE MERCHANDISING CO. ©
This is the famous Heat-Pal, combination heater-stove. (In Field and stream, Oct. 1963, p.117) NM: additions & revision. © 26Sep63; KK176345.
- World's most extraordinary knife has the famous Mora blade. (In Outdoor life, Oct. 1963, p.137) NM: additions & revision. © 26Sep63; KK176346.
- ENDEVCO CORP. ©
At last, wide temperature range plus high charge output. Model 2246 charge accelerometer. Catalog sheet. (In Test engineering, June 1963, p.21) © 15May63; KK175950.
- The state of the art in measuring vibration ... plus ac and dc signal condition equipment is presented here. (In The Journal of environmental sciences, Aug. 1963, p.47) © 15Aug63; KK176120.
- You can use an input cable a mile long with Endevco's rack mounted charge amplifier for test stands and laboratory. Catalog sheet. (In Environmental quarterly, Sept. 1963, p.2 of cover) © 16Sep63; KK176739.
- ENDURE-A-LIFETIME PRODUCTS, INC. ©
Star 60 Caban-A-Room. © 15May63; KK174430.
- EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES. ©
How long could you keep a disabled employee on salary? [Children helping father out of bed] (In U. S. news & world report, Oct. 7, 1963, p.37) Appl. author: Foote, Cone & Belding. © 30Sep63; KK176976.
- How much of your farm will your family get? Tear. (In Farm Journal, Oct. 1963, p.47) Appl. author: Foote, Cone & Belding. © 18Sep63; KK176839.
- How much would your farm shrink? Barn. (In Successful farming, Oct. 1963, p.59) Appl. author: Foote, Cone & Belding. © 15Sep63; KK176840.
- The load you're glad to shoulder. [Father carrying son on shoulders, walking on beach] (In Life, Sept. 6, 1963, p.38) Appl. author: Foote, Cone & Belding. © 2Sep63; KK176968.
- More fun today, when you've planned for tomorrow. [Man, & children walking fence] (In Life, Sept. 13, 1963, p.21) Appl. author: Foote, Cone & Belding. © 10Sep63; KK176971.
- Plan now to retire with a lifetime income. Clarinet player. (In Life, Oct. 1963, p.24) Appl. author: Foote, Cone & Belding. © 21Oct63; KK176972.
- A small employer can compete in the contest for top men. [Man waiting at corner with fish net for approaching man] (In U. S. news & world report, Sept. 23, 1963, p.25) Appl. author: Foote, Cone & Belding. © 16Sep63; KK176975.
- Two great insurance men, both CLUs. [Endorsed by Lisle Spencer and his son William] (In The Weekly underwriter, Aug. 3, 1963, p.4 of cover) Appl. author: Foote, Cone & Belding. © 3Aug63; KK176019.
- Will he gain ground like Jimmy Brown? Illus.: Signed: Robert Riger. (In Sports illustrated, Nov. 4, 1963, p.75) Appl. author: Foote, Cone & Belding. © 31Oct63; KK176977.
- Will he keep cool under pressure like Julius Boros? Illus.: Signed: Robert Riger. (In Sports illustrated, Oct. 14, 1963, p.1) Appl. author: Foote, Cone & Belding. © 10Oct63; KK176842.
- Will he reach the heights like Dolph Schayes? Illus.: Signed: Robert Riger. (In Sports illustrated, Dec. 10, 1962, p.15) Appl. author: Foote, Cone & Belding. © 6Dec62; KK174912.
- Will he set world records like Bob Mathias? Illus.: Signed: Robert Riger. (In Sports illustrated, Sept. 16, 1963, p.13) Appl. author: Foote, Cone & Belding. © 12Sep63; KK176841.
- Will he strike 'em out like Carl Hubbell? Illus.: Signed: Robert Riger. (In Sports illustrated, June 24, 1963, p.11) Appl. author: Foote, Cone & Belding. © 20Jun63; KK174538.
- Will she always be happy? [Father & daughter at zoo] (In Life, Oct. 18, 1963, p.72) Appl. author: Foote, Cone & Belding. © 14Oct63; KK176969.
- Will there ever be an equal to Jim Thorpe? Illus.: Signed: Robert Riger. (In Sports illustrated, Apr. 15, 1963, p.1) Appl. author: Foote, Cone & Belding. © 11Apr63; KK174913.
- You can't move away from Equitable service. (In Life, Oct. 4, 1963, p.117) Appl. author: Foote, Cone & Belding. © 30Sep63; KK176967.
- Your help makes all the difference. [Father helping son on roller skates] (In Life, Sept. 27, 1963, p.58) Appl. author: Foote, Cone & Belding. © 23Sep63; KK176970.
- ERLEE MANUFACTURING CORP. ©
Lily Kids baby pants. Pull-on style. Package of 1 pair. © 24Jul63; KK175312.
- ESSEX PRODUCTIONS, INC. ©
The Academy Award winners. Les Baxter, his orchestra and chorus. (Reprise records, R-6079) © 1Jun63; KK176427.
- Afro-Bossa. Duke Ellington and his orchestra. (Reprise records, R-6069) © 1Jun63; KK176447.
- As long as she needs me. Sammy Davis, Jr. (Reprise records, R-6082) © 1Jun63; KK176450.
- Cano plays Mancini. (Reprise records, R-6068) © 1Jun63; KK176444.
- Come blow your horn, an Essex-Tandem production starring Frank Sinatra. Nelson Riddle conducts his original score from the Paramount Picture. (Reprise records R-6071) © 1Jun63; KK176446.
- The concert Sinatra. (Reprise records, R-1009) © 1Jun63; KK176449.
- Contemporary latin rhythms; Kessel, jazz. (Reprise records, R-6073) © 1Jun63; KK176445.
- Dateline: Europe, Dizzy Gillespie in concert. (Reprise records, R-6072) © 1Jun63; KK176433.
- Dean Tex Martin rides again. (Reprise records, R9-6085) © 1Jun63; KK176439.
- Folk ballads from the world of Edgar Allan Poe. The Ivy League Trio. (Reprise records, R-6087) © 1Jun63; KK176438.
- Getting sentimental over Tommy Dorsey. Jo Stafford. (Reprise records, R-6090) © 1Jun63; KK176431.
- Good little man, Marv Jenkins at the Rubaiyat Room. (Reprise records, R-6077) © 1Jun63; KK176441.
- The immortal Django Reinhardt, guitar. (Reprise records, R-6075) © 1Jun63; KK176434.
- The immortal Sidney Bechet. (Reprise records, R-6076) © 1Jun63; KK176442.
- Little girl blue; Little girl new. Keely Smith. (Reprise records, R-6086) © 1Jun63; KK176435.
- Love. Rosemary Clooney. (Reprise records, R-6088) © 1Jun63; KK176437.
- Mavis Rivers meets Shorty Rogers. (Reprise records, R9-6074) © 1Jun63; KK176443.
- Piano rhapsodies of love. George Greeley, his piano and orchestra. (Reprise records, R-6092) © 1Jun63; KK176436.

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Portraits in jazz. Duke Ellington ... Sidney Bechet. (Reprise records, R-6077) © 1Jun63; KK176441.
Portraits in jazz. Duke Ellington ... Sidney Bechet. (Reprise records, R-6084) © 1Jun63; KK176440.
Salud, Joao Gilberto, originator of the Bossa Nova; Jon Hendricks. (Reprise records, R-6089) © 1Jun63; KK176430.
Summer holiday. Jimmy Griffin. (Reprise records, R-6091) © 1Jun63; KK176432.
Surf's up. (Reprise records, R-6094) © 1Jun63; KK176428.
This is Johnny Prophet. (Reprise records, R-6081) © 1Jun63; KK176426.
This time by Basie. (Reprise records, R-6070) © 1Jun63; KK176448.
Trini Lopez at PJ's. (Reprise records, R-6093) © 1Jun63; KK176429.
- ESTEE LAUDER, INC. ©
The Golden Diamond look, newest night make-up by Estee Lauder. (In Vogue, Oct. 1, 1963, p.110-111) © 10Oct63; KK177637.
- ESTEE CORP. ©
Patterned panels, a new way to decorate your library. (Library consultant, no.111) © 15Mar63; KK174514.
- EUTECTIC WELDING ALLOYS CORP. ©
Now you can TIG weld with your present arc equipment, all you need is Eutectic's new, simple-to-use TIG-Tectic kit. © 40Oct63; KK176911.
- EVANS, FRANK L., JR.
Instrumentation. See GULF PUB. CO.
- EXECUTONE, INC. ©
Add Executone, subtract costs; Executone intercom gives you a communications channel that pays for itself. © 16Sep63; KK177614.
Executone 1100 D series fully intercommunicating system. © 16Apr63; KK176874.
Executone-Gulton physiological monitoring system. © 16Aug63; KK176873.
Executone HAV hospital communication system. © 16Aug63; KK176944.
Executone 3700 series central control system. © 16Apr63; KK176942.
Locate key people instantly, selectively, privately. Executone/Hasler Pocket Page System. © 29Oct63; KK176780.
Lovely to look at and a delightful way to improve business efficiency. Executone Silhouette intercom. © 16Apr63; KK176781.
New from Executone, 700 series central control intercom system. © 16Apr63; KK176943.
- EX-LAX, INC. ©
Ex-Lax pills. 30 pills. © 13Sep63; KK177117.
- F**
- F. & B. MANUFACTURING CO. OMEGA ELECTRIC DIVISION. ©
Relays, electrical assemblies, crown jewel quality. Omega Electric relays. Appl. author: Stevens, Kirkland & Stabelfeldt, Inc. © 30Sep63; KK176074.
- F. M. PRODUCTS.
Smokettes are indispensable for every smoker ... how to use. © Fredric Marland d.b.a. F. M. Products; 20Oct63; KK176183.
- FTP RECORDS, INC. ©
Brand new songs and stories from the new adventures of Pinocchio. Original T.V. sound track and cartoon voices. MLP 7002. © 15Apr61; KK175019.
- FACT. See FACT MAGAZINE, INC.
- FACT MAGAZINE, INC.
The American press is no longer the voice of the people. © Fact; 18Oct63; KK177615.
- FACTOR, MAX. See FACTOR (MAX) & CO.
- FACTOR (MAX) & CO. ©
Eyes speak, the soft look. Hi-F1 fluid eye-liner, Mascara wand, eyebrow pencil & Powder eye shadow. (In Seventeen, Mar. 1962, p.45) © 1Mar62; KK177049.
The male factor, a new ingredient in men's toiletries separates the men from the boys but not the girls. After shave lotion. (In Life, Mar. 16, 1962, p.88) © Max Factor & Co. (in notice: Max Factor); 14Mar62; KK177047.
Never before such sun dazzled colors, California Colors Galore. (In Redbook, July 1963, p.10-11) © 19Jun63; KK174445.
Shop for your new look in Max Factor's make-up boutique. (In Life, Feb. 9, 1962, p.68-69) © 5Feb62; KK177449.
The sunlit freshness of California meets the soft luxury of the bath. Golden Woods. (In McCall's, May 1963, p.197) © 23Apr63; KK174446.
- What could be better than Sheer Genius? Getting it free. (In This week magazine, May 6, 1962, p.13) © Max Factor & Co. (in notice: Max Factor); 6May62; KK177046.
When other make-ups fail you, Sheer Genius gives you close-up beauty. (In Glamour, May 1963, p.3) © 22Apr63; KK174447.
When your face has fashion's perfect matte look and your make-up feels fresh and young, it's Sheer Genius. (In Playbill, Feb. 5, 1962, p.10) © 5Feb62; KK177048.
- FAIRBANKS CO. ©
Complete line of drum handling equipment. Semi-assembled barrel stands. Data sheet. © 11Mar63; KK174837.
Ductile iron wheels, extra-heavy duty; data sheet. Series 25 heavy duty caster with v-groove ductile iron wheel. © 26Dec62; KK174524.
Lockweld scaffold casters, stem casters, and socket casters; data sheet. Fig. no.SC-23-6. © 26Dec62; KK174525.
- FAIRFIELD LABORATORIES, INC. ©
Professional ... Inviso-Net hair spray. © 1Dec61; KK175341.
- FALK ENTERPRISES CO., INC. ©
Head Master, professional froth maker. © 31Jul63; KK175180.
New, longer lasting, creamier heads for cocktails, ades, punches. © 31Jul63; KK175181.
- FANNON PRODUCTS DIVISION, HUPP CORP. See HUPP CORP. FANNON PRODUCTS DIVISION.
- FANTA BEVERAGE CO. ©
Its, Sprite, clear, and light. Bright, brisk, and bracing. Taste it. (In The Knoxville news-sentinel, Oct. 16, 1963, p.13) © 16Oct63; KK177285.
Naturally tart. Sprite. (In The Knoxville news-sentinel, Oct. 14, 1963, p.A-3) © 14Oct63; KK177287.
Tart and tingling. Try the taste of Sprite. (In The Knoxville news-sentinel, Oct. 18, 1963, p.2) © 18Oct63; KK177286.
- FARM BUREAU SERVICES, INC. ©
Michigan Country Queen eggs. One dozen. Appl. author: Riegel Paper Corp. © 8Aug63; KK175372.
- FAULTLESS STARCH CO. ©
Blued & perfumed starch designed for today's fabrics and fashions. Dirtgard action. Net weight 12 oz. © 24Oct63; KK177207.
Starch designed for today's fabrics and fashions. Dirtgard action. Net weight 12 oz. © 11Nov63; KK177206.
- FEATHERMAN, B. ©
Better service sells. BFC your direct line to local shelving service. © 23Aug63; KK175548.
Better service sells. Shelving in a hurry, now's the time to call. © 23Aug63; KK175549.
Better service sells. They said, go West young man, so here we are with carloads of the finest steel shelving. © 23Aug63; KK175551.
Better service sells. Your direct line to local shelving service. All sizes in stock for immediate shipment. © 23Aug63; KK175550.
- FEDTRO, INC. ©
Clip-on auto trouble lite. Model CLP-12V. Appl. author: Bernard Kleinman. © 10Dec63; KK177444.
Electro remote control; remote control for your TV. Appl. author: Bernard Kleinman. © 15Nov63; KK177124.
Never run out of gas; new, portable pump. Appl. author: Bernard Kleinman. © 2Dec63; KK177397.
New, all purpose magnetic miniaturized trouble lite. Model MAG-LT. Appl. author: Bernard Kleinman. © 16Dec63; KK177666.
New, convenient, safe, all purpose electric outlet control center. Model Con-6. Appl. author: Bernard Kleinman. © 12Dec63; KK177667.
New electronic design, super power parabolic TV antenna. Appl. author: Bernard Kleinman. © 15Nov63; KK177119.
New, radio-TV private listening with Private-Lee. Model P-L. Appl. author: Bernard Kleinman. © 12Dec63; KK177668.
New, TV-radio dual remote control, extension speaker. Appl. author: Bernard Kleinman. © 15Nov63; KK177120.
New transistor radio auto converter makes your transistor radio an auto radio instantly. Appl. author: Bernard Kleinman. © 15Nov63; KK177126.
Now, enjoy hot coffee in your car. Auto immersion heater. Model IMH-12V. Appl. author: Bernard Kleinman. © 10Dec63; KK177445.
Super electronic battery charger. Model BC-12V. NM: pictorial & textual material. Appl. author: Bernard Kleinman. © 30Sep63; KK176322.

- TV audio remote control. Appl. author: Bernard Kleinman. © 15Nov63; KK177125.
- FERGUSON-LANDER BOX CO. © Crosby's ice cream, neapolitan. Flower design. No.52. Half gallon liquid. Appl. author: R. A. Morris. © 31Oct63; KK177071.
- Tasty vanilla ice cream. One gallon liquid. Appl. author: Robert A. Morris. © 15May63; KK174906.
- FERRY-MORSE SEED CO., INC. © All-season wild bird seed. Net wt. 10 lbs. © 15Jul63; KK174702.
- FILON CORP. © Translucent fiberglass reinforced building and decorative panels; confidential dealer price list. Effective March 15, 1963. NM: additions. © 25Mar63; KK175091.
- Translucent fiberglass reinforced building and decorative panels; confidential jobber price list. Effective March 15, 1963. NM: additions. © 25Mar63; KK175092.
- FINDERHOOD, INC. © Free reports show you how to find a fortune. (In Money making opportunities, Aug. 1963, p.25) © 1Aug63; KK175137.
- The official Finderhood binder with your name and number gold stamped on the cover. © 15Apr63; KK174753.
- Yours, every Finderhood report and bulletin ever published. © 1Mar63; KK174860.
- FINISH FEEDER CO. It's different, Finish Feeder with beeswax, the original and only genuine Feeder polish for furniture. 1 fluid pint. © Albert Y. Woodward d.b.a. Finish Feeder Co.; 2Aug63; KK174901.
- FIRESTONE TIRE & RUBBER CO. © Up a fishing trail or down a turnpike, Firestone tires are doubly guaranteed to take everything any road can give. (In Field & stream, Apr. 1, 1962, p.7) © 1Apr62; KK177061.
- Wherever you drive your symbol of quality and service; Firestone U. S. A. (In Sports illustrated, Apr. 16, 1962, p.36-37) © 16Apr62; KK176700.
- Your symbol of quality and service. (In Business week, Apr. 28, 1962, p.44-45) © 28Apr62; KK177178.
- FISHER FLOURING MILLS CO. © Bulgur wheat, ALA. 1 lb. net wt. NM: revisions. © 20Aug63; KK175847.
- Deluxe ALA bulgur wheat. 4 lbs. net wt. NM: revisions. © 18Aug63; KK175343.
- Deluxe Blend brand all purpose quality flour. 10 lbs. net wt. © 10Sep63; KK176740.
- Deluxe instant buttermilk pancake mix. 2 lbs. net wt. NM: background design & rev. tested recipes. © 6Nov63; KK177687.
- Deluxe rye flour. 5 lbs. net wt. NM: rev. design & new recipes. © 7Nov63; KK177688.
- FISHER-PRICE TOYS, INC. © Amusement park. 20 play parts; ages 3 to 5. NM: additions & revisions. © 21May63; KK177288.
- Giant snap lock beads. No.667. NM: additions & revision. © 7May62; KK176776.
- Junior circus for boys and girls, ages 3 to 6. NM: text and pictorial material. © 20May63; KK177289.
- FLOOD CO. © Penetrol brand NF-23, clear latex finish for exterior woods. Net contents one U. S. gallon. Appl. author: Earl Freeman Flood. © 1Apr63; KK177589.
- FLOR DECOR. Breath of spring, how to build your three different arrangements. No.102. © Flor Decor a.a.d.o. C. H. Stuart & Co., Inc.; 20May63; KK176231. (See also Flor Decor; 20May63; KK180008)
- Debutante, how to build your three different arrangements. No.108. © Flor Decor a.a.d.o. C. H. Stuart & Co., Inc.; 20May63; KK176235. (See also Flor Decor; 20May63; KK180012)
- Enchantment, how to build your three different arrangements. No.105. © Flor Decor a.a.d.o. C. H. Stuart & Co., Inc.; 20May63; KK176230. (See also Flor Decor; 20May63; KK180007)
- Fiesta, how to build your two different arrangements. No.104. © Flor Decor a.a.d.o. C. H. Stuart & Co., Inc.; 20May63; KK176229. (See also Flor Decor; 20May63; KK180006)
- Golden masterpiece, no.103. How to build your three different arrangements. © Flor Decor a.a.d.o. C. H. Stuart & Co., Inc.; 20May63; KK176371. (See also Flor Decor; 20May63; KK180005)
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- Symphony, how to build your three different arrangements. No.107. © Flor Decor a.a.d.o. C. H. Stuart & Co., Inc.; 20May63; KK176234. (See also Flor Decor; 20May63; KK180011)
- FLORIDA CITRUS COMMISSION. © Ole OJ. (In The Evening star, Sept. 4, 1963, p.B-3) © 4Sep63; KK177099.
- FLUTED PAPER PRODUCTS CO., INC. © Baker's Choice baking cups, midget size. 150. © 5Sep63; KK177579.
- Baker's Choice baking cups, muffin size. 88. © 5Sep63; KK177581.
- Baker's Choice baking cups, tea size. 112. © 5Sep63; KK177580.
- Chef's Corn Cribbs. 25 cribs. © 2Jul63; KK175704.
- FORD (SHERMAN) JR., PRODUCTIONS. Merry-Go-Round, Keefe Brasselle sings Dixieland. [Disk label] © Merry-Go-Round, a division of Sherman Ford, Jr., Productions; 20Jun63; KK175260.
- FORD MOTOR CO. © Adding slot to ignition switch bezel. M. I. S. 1086. © 12Apr63; KK177485.
- Air conditioner; installation kit. I. S. 1128. Sheet 1-4. © 8Jul63; KK177347.
- Air conditioner; installation kit. I. S. 1137. 4 p. © 15Jul63; KK177351.
- Air conditioner models, all 6 cylinder; accessory installation. Fairlane, Meteor. I. S. 1021. Sheet 1-6. © 18Feb63; KK177476.
- Air conditioning accessory kit for 1963, 1/2 models: Falcon-Comet, six cylinder, 144-170 C. I. D. engines; adapting procedure. I. S. 1000. © 18Feb63; KK177500.
- Air tube installation instructions. I. S. 1165. © 5Aug63; KK177321.
- Back-up lamp; accessory installation. I. S. 887. Sheet 1-2. © 27Sep62; KK177504.
- Back-up lamp switch models, all; accessory installation. Falcon-Comet. I. S. 874. © 23Aug62; KK177486.
- Back-up lamps, models all, except 71; accessory installation. Fairlane. I. S. 1131. Sheet 1-3. © 8Aug63; KK177349.
- Belt & buckle assy.; installation. I. S. 878. © 4Sep62; KK177487.
- Belt & buckle assy.; installation. I. S. 879. Sheet 1-2. © 4Sep62; KK177489.
- Belt and buckle assembly, front seat; installation kit. I. S. 1110. Sheet 1-4. © 9Sep63; KK177338.
- Belt and buckle assembly, front seat; installation kit. I. S. 1154. Sheet 1-4. © 9Sep63; KK177359.
- Carrier roof luggage with cover; installation kit. Ford. M. I. S. 1091. © 16Apr63; KK177498.
- Carrier roof luggage with cover; installation kit. Ford. M. I. S. 1092. © 16Apr63; KK177499.
- Case assembly; installation instructions. 1963 and prior; Ford car and truck three speed dual range automatic transmission models PAU, PBC, PBW, PBV, PCD, PCT. I. S. 971. © 12Jan63 (in notice: 1962); KK176140.
- Cigar lighter; accessory installation. Falcon. I. S. 1007. © 26Jul63; KK177367.
- Compartment door stowage. (Door storage compartment) Installation kit. I. S. 851. © 2Aug62; KK176169.
- Cover & pad ass'y., auxiliary seat cushion & back; installation kit. I. S. 825. © 23Aug62; KK176150.
- Cover, quarter wheel opening; installation. Ford. I. S. 1028. © 30Jul63; KK177368.
- Cowl top rework instruction, Fairlane hardtop model 65. I. S. 868. © 27Aug62; KK177513.
- Door lock cylinder template. 1962-63 Fairlane Fordor front. I. S. 781. © 2May63 (in notice: 1962); KK176139.
- Drive housing kit, 4 1/2 inch starter; instructions. I. S. 1023. © 6Mar63; KK177478.
- Electric clock models, all Fairlane and Meteor; accessory installation. I. S. 843-A. © 30Oct62; KK176147.
- Emergency warning flasher; accessory installation. Truck. I. S. 949. Sheet 1-12. © 22May63; KK177372.
- Engine Coolant heater; installation kit. I. S. 992. © 10Apr63; KK176166.
- Fairlane power steering linkage kit; installation procedure. I. S. 1149. Sheet 1-3. © 20Oct63; KK177356.
- Fairlane power steering pump kit, 8-cylinder, without air conditioning; installation procedure. I. S. 1198. Sheet 1-2. © 20Oct63; KK177326.
- Falcon-Comet power steering pump kit, 8-cylinder without air conditioning; installation procedure. I. S. 1011. © 6Mar63; KK177477.
- Fomoco brake shoe installation instructions; Ford automatic brake adjuster, 1961-64 passenger cars and trucks. I. S. 33-A. Rev. 8-1-63. © 4Sep63; KK177380.
- Ford, Galaxie, Mercury Monterey power steering linkage kit; installation procedure. I. S. 901-A. Sheet 1-3. © 20Mar63; KK177497.

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- FreshAir heater accessory kit; installation procedure. Falcon, Comet. I. S. 1119. Sheet 1-2. © 20Aug63; KK177339.
- Front seat belt kit, all 1963 car lines, all models; installation procedure. I. S. 936. © 24Oct63; KK177491.
- Front turn signal lamp; accessory installation. I. S. 788. © 24Aug62; KK176161.
- Galaxy, Monterey installation instructions; remote control rear view mirror assembly. I. S. 1056. © 7Jan63 (in notice: 1962); KK177329.
- Heater & defroster, Blendaire, models all; accessory installation. Falcon, Comet. I. S. 1133. Sheet 1-2. © 20Aug63; KK177350.
- Installation instructions for Fomoco genuine parts brake linings for 1949-64 Ford passenger cars and F-1, F-100 trucks. I. S. 33. Rev. 8-1-63. © 4Sep63; KK177381.
- Installation of rivnut in frame. I. S. 785. © 26Aug62; KK176163.
- Instructions for front servo body replacement C3AZ-7A094-A. I. S. 1030. © 14Mar63; KK177479.
- Instructions for installing blade assembly, less frame. I. S. 859. © 4Sep62; KK177509.
- Instructions for use. (Tape instructions) I. S. 1042. © 30Apr63; KK177481.
- Left front fender interchangeability, 1960 thru 1963 Comet, all models. M. I. S. 1088. © 18Mar63; KK177516.
- Lifeguard, Jr. rear door safety locks; accessory installation procedure. 1962-63 Fairlane-Meteor, 1963 Ford-Mercury, all 4-door models. I. S. 896. © 27Sep62; KK176132.
- Load Leveler stabilizing unit; installation kit. Fairlane & Meteor station wagon. I. S. 990. © 1Apr63; KK177475.
- Mirror assy., rear view inside; installation. I. S. 1085. © 10Jul63; KK177336.
- Mirror assy., rear view outside; installation. Ford. I. S. 1092. © 26Jul63; KK177337.
- Mirror assy., rear view outside; installation. I. S. 304-A. © 30Jun62; KK177471.
- Mirror rear view outside. (Rear view outside mirror) Installation kit. I. S. 813. © 25Jul62; KK176156.
- Mirror, rear view outside, remote control; kit. I. S. 1156. Sheet 1-6. © 16Sep63; KK177362.
- Mirror, rear view outside, R. H. to match L. H. remote control; installation kit. 1964 Thunderbird. I. S. 1157. Sheet 1-2. © 24Sep63; KK177361.
- Mirror, R. H. rear view, outside; kit. I. S. 1161. Sheet 1-3. © 16Sep63; KK177322.
- Mud and stone deflector; installation kit. I. S. 822-A. © 12Jul62; KK176154.
- Note: on vehicles equipped with 221-260-289 C. I. D. 8 cyl. engines ... install on the new service compressor. (Compressor installation) I. S. 1139. © 29Oct63; KK177341.
- Parking brake signal; installation kit. 1964 Fairlane. I. S. 1147. © 30Jul63; KK177354.
- Parking brake signal; installation kit. 1964 Falcon & Comet. I. S. 1146. © 30Jul63; KK177353.
- Parking brake signal lamp; accessory installation. Ford, all models. I. S. 772. Sheet 1-2. © 10Jul62; KK176172.
- Parking brake signal lamp models all; accessory installation. Ford. I. S. 1041. Sheet 1-2. © 5Aug63; KK177370.
- Pipe assy. exhaust scavenger. (Exhaust scavenger pipe assy.) Installation. I. S. 819. © 27Aug62; KK176155.
- Pipe assy. exhaust scavenger universal application. Ford. I. S. 1084. © 19Aug63; KK177335.
- Pocket assy., door; installation. I. S. 908. © 20Mar63; KK177517.
- Power brake; installation kit. Galaxie & Monterey. I. S. 773-A. © 14Jan63 (in notice: 1962); KK176137.
- Power steering accessory kit, Falcon and Comet 6 cylinder, without air conditioning; installation procedure. I. S. 1104. © 20Oct63; KK177365.
- Power steering accessory kit, Ford 289 C. I. D. 8-cylinder engine, with air conditioning; installation procedure. I. S. 1185. Sheet 1-2. © 20Oct63; KK177325.
- Power steering linkage; installation kit. Fairlane & Meteor. I. S. 873. © 20Aug62; KK176145.
- Power steering linkage; installation kit. Fairlane & Meteor. I. S. 873. © 20Mar63 (in notice: 1962); KK176143.
- Power steering linkage; installation kit. Falcon & Comet, 8 cyl. I. S. 977-B. © 3Apr63; KK177473.
- Power steering linkage; installation kit. Falcon & Comet. I. S. 977-A. © 20Mar63; KK177472.
- Power steering linkage; installation kit. Galaxie & Monterey, all models. I. S. 782-A. © 20Mar63; KK176164.
- Power steering linkage; installation kit. I. S. 782. © 3Jul62; KK176165.
- Power steering linkage, Falcon & Comet 8 cyl.; installation kit. Ford. I. S. 977-D. © 10Sep63; KK177364.
- Power steering linkage, Falcon & Comet 6 cyl.; installation kit. Ford. I. S. 977-C. © 20Oct63; KK177373.
- Power steering linkage kit, Falcon and Comet; installation procedure. I. S. 1003. Sheet 1-2. © 6Mar63; KK177501.
- Power steering linkage kit, Falcon and Comet with 8-cylinder engine; installation procedure. I. S. 1003-A. 3 p. © 3Apr63; KK177502.
- Power steering pump; installation kit. Fairlane & Meteor, 8 cylinder. I. S. 892. © 6Sep62; KK176133.
- Power steering pump; installation kit. Fairlane & Meteor, 6 cyl. I. S. 872. © 20Aug62; KK177515.
- Power steering pump; installation kit. Falcon & Comet, 8 cyl. I. S. 979-A. © 20Mar63; KK177474.
- Power steering pump; installation kit. Ford. I. S. 889-A. © 20Oct63; KK177375.
- Power steering pump; installation kit. Galaxie 6 cyl. I. S. 871. © 13Aug62; KK177514.
- Power steering pump; installation kit. Galaxie, 260 eng. I. S. 889. © 28Aug62; KK176146.
- Power steering pump; installation kit. Galaxie 260 eng., with air conditioning. I. S. 888. © 28Aug62; KK176136.
- Power steering pump; installation kit; Galaxie 289 eng., with air cond. Ford. I. S. 888-A. © 20Oct63; KK177376.
- Power steering pump; installation kit. Galaxie 352, 390 eng.; Monterey 390 eng. I. S. 890-A. © 20Mar63; KK176135.
- Power steering pump accessory kit, Fairlane 8-cylinder engine with air conditioner; installation procedure. I. S. 1197. Sheet 1-3. © 20Oct63; KK177328.
- Power steering pump accessory kit, Ford and Mercury 352-390 C. I. D. 8-cylinder engine with air conditioning; installation procedure. I. S. 1150. © 20Aug63; KK177357.
- Power steering pump accessory kit, Ford-Mercury 352-390 C. I. D. 8-cylinder engine without air conditioning; installation procedure. I. S. 1148. © 10Sep63; KK177355.
- Power steering pump accessory kit, Ford 289 C. I. D. engine, without air conditioning; installation procedure. I. S. 1184. © 20Oct63; KK177324.
- Power steering pump accessory kit, 1963 Galaxie 6-cylinder, without air conditioning; installation procedure. I. S. 930. © 30Oct62; KK177492.
- Power steering pump accessory kit, 1963 Galaxie 260 C. I. D. 8-cylinder engine, with air conditioning; installation procedure. I. S. 929. Sheet 1-2. © 30Oct62; KK177493.
- Power steering pump adapting accessory kit, Falcon-Comet 8-cylinder engine with air conditioning; installation procedure. I. S. 1031. © 2Apr63; KK177480.
- Power steering pump, Fairlane 8 cyl.; installation kit. Ford. I. S. 892-A. © 10Sep63; KK177374.
- Power steering pump, Galaxie 6 cyl.; installation kit. Ford. I. S. 871-B. © 10Sep63; KK177378.
- Power steering with air conditioning; installation kit. Fairlane & Meteor 8 cyl. I. S. 885. © 24Aug62; KK177506.
- Power steering with air conditioning; installation kit. Fairlane & Meteor 8 cyl. I. S. 885-A. © 18Oct62; KK177505.
- Power steering with air conditioning; installation kit; Fairlane 8 cyl. Ford. I. S. 885-B. © 10Sep63; KK177377.
- Power steering with air cond.; installation kit. Galaxie 352, 390 eng; Monterey 390 eng. I. S. 886. © 27Aug62; KK177488.
- Quarter wheel opening cover; installation kit. Ford. I. S. 1006. © 30Jul63; KK177366.
- Radio antenna; accessory installation. Truck conventional. I. S. 1064. Sheet 1-2. © 6Aug63; KK177331.
- Radio antenna, manual; accessory installation. Falcon, Comet. I. S. 1193. Sheet 1-2. © 4Sep63; KK177327.
- Radio antenna, manual; accessory installation. I. S. 1066. © 20Jun63; KK177484.
- Radio antenna, models, all. Thunderbird. I. S. 1122. © 3Jul63; KK177342.
- Radio rear seat speaker; accessory installation. All models except 76. I. S. 799. © 9Jul62; KK176159.

- Radio rear seat speaker; accessory installation. Falcon & Comet. I. S. 846. © 9Jul62; KK176167.
- Radio rear seat speaker; installation kit. Ford. I. S. 1065. Sheet 1-2. © 6Jul63; KK177330.
- Radio rear seat speaker, model 76B; accessory installation. Ford. I. S. 832. © 8Jun62; KK176152.
- Radio rear seat speaker, models 71 only; accessory installation. Fairlane-Meteor. I. S. 841. Sheet 1-2. © 9Jul62; KK176148.
- Radio receiver; accessory installation. Ford. I. S. 1043. © 2Sep63; KK177371.
- Radio receiver & speaker. Thunderbird. I. S. 1152. © 10Sep63; KK177358.
- Rear bumper guard; kit. I. S. 828. Sheet 1-2. © 10Jul62; KK176153.
- Rear seat belt kit; accessory installation procedure. 1963 Falcon and Comet, model 76. I. S. 808-A. © 4Sep62; KK176158.
- Rear turn signal lamp series F-800 thru F-1100, T-700 thru T-950 model 81; accessory installation. Truck, conventional. I. S. 791. © 18Jul62; KK176160.
- Rear turn signal lamp, series HT; accessory installation. Truck. I. S. 852. © 26Jul62; KK177494.
- Rear turn signal lamp series N-850 thru N-1100, NT-850 & NT-950; accessory installation. Truck. I. S. 853. © 26Jul62; KK177508.
- Rear view outside mirror; installation kit. Ford pass. 1963. I. S. 811. © 28Jun62; KK176157.
- Rear view outside mirror; installation kit. I. S. 831. © 23Jul62; KK176149.
- Reverberator, rear seat speaker; installation kit. I. S. 1142. Sheet 1-5. © 24Jul63; KK177352.
- Reverse engagement kit; instructions for models - 1962 Ford and Mercury PCD-D-1 and PCD-F-1, 1963 Ford PCD, PCT, PCU. I. S. 947. © 2May63 (in notice: 1962); KK176142.
- Right front fender interchangeability, 1960 through 1963 Comet, all models. M. I. S. 1087. © 18Mar63; KK177518.
- Roof luggage carrier; installation kit. I. S. 671-B. © 6Feb63 (in notice: 1962); KK176141.
- Screen, rear window; installation. I. S. 926. © 10Oct62; KK177495.
- Seat belt and buckle assembly, front; installation. I. S. 881. Sheet 1-2. © 4Sep62; KK177490.
- Seat belt and buckle assembly, rear; installation. I. S. 882. Sheet 1-2. © 4Sep62; KK177507.
- Selectaire air conditioner accessory kit; installation procedure. 1963 Galaxie and Monterey; 352, 390 C. I. D. engines. I. S. 915-A. Sheet 1-4. © 6Feb63 (in notice: 1962); KK176138.
- Selectaire air conditioner, models all, 8-cyl. engine; accessory installation. Ford. I. S. 1127. Sheet 1-9. © 6Sep63; KK177346.
- Service carburetor adjustment instructions. I. S. 667. © 28Jul61; KK177470.
- Shock absorber; installation kit. Ford. I. S. 1082. © 26Aug63; KK177334.
- Sketch showing installation of power steering pump adjusting rear bracket. I. S. 712-A. © 10May62; KK177469.
- Ski rack installation. I. S. 863. © 5Sep62; KK177511.
- Speed control; kit. Ford. I. S. 1158. Sheet 1-5. © 8Aug63; KK177360.
- Speed control, models all; installation. Thunderbird. I. S. 1125. Sheet 1-2. © 5Sep63; KK177343.
- Speed control, 1964 Ford; installation procedure. I. S. 1159. Sheet 1-2. © 8Aug63; KK177363.
- Speed control, 1964 Thunderbird. I. S. 1126. Sheet 1-2. © 5Sep63; KK177345.
- Speedometer or tachometer cable core replacement kit. I. S. 1175. © 21Oct63; KK177323.
- Switch and bracket assy., parking brake signal; installation. Ford. I. S. 1074. © 8Aug63; KK177333.
- Switch and bracket assy., parking brake signal; installation. Ford. I. S. 1075. © 8Aug63; KK177332.
- Tachometer; installation kit. I. S. 862. © 10Oct62; KK177510.
- Tachometer universal application 12V-8 cyl; installation kit. Ford. I. S. 1129. Sheet 1-2. © 10Oct63; KK177348.
- This main control assembly is not equipped with a manual valve. (Valve control assembly) I. S. 1123. © 15Aug63; KK177340.
- Tissue dispenser assy; installation. I. S. 891. © 8Oct62; KK176134.
- Turn signals for series F-100 & F-250 4x4 & F-350; accessory installation. Truck conventional. I. S. 836. © 12Jul62; KK176151.
- Turn signals for series F-500 thru F-750 model 84, B-500 thru B-750; accessory installation. I. S. 776. © 27Aug62; KK176171.
- Turn signals for series F-800 thru F-1100, T-700 thru T-950; accessory installation. I. S. 777. [2 sheets] © 27Aug62; KK176170.
- Turn signals, front series F-500 thru F-750 & B-500 thru B-750; accessory installation. Truck conventional. I. S. 786. © 24Aug62; KK176162.
- Universal windshield washer; kit. I. S. 744. © 25Jan63 (in notice: 1962); KK177379.
- Universal windshield washer kit; installation procedure. I. S. 745-A. Sheet 1-2. © 12Mar63; KK177468.
- Vibration service fix; procedure for installing Fairlane A/C compressor. I. S. 849. © 1Aug62; KK176168.
- Windshield washer; accessory installation. Thunderbird. I. S. 864. © 1Aug62; KK177512.
- Windshield washer; installation kit. I. S. 900. © 28Sep62; KK176144.
- Windshield washer; installation kit. I. S. 923-A. © 28Sep62; KK177496.
- Windshield washer; models, all. Econoline. I. S. 1053. © 29May63; KK177482.
- Windshield washer for single speed windshield wiper motor; accessory installation. Fairlane & Meteor, all models. I. S. 771. © 28Jun62; KK176173.
- Windshield washer, single speed; accessory installation. Ford. I. S. 1008. © 4Mar63; KK177503.
- Windshield washer single speed models, all; accessory installation. Ford. I. S. 1055. © 29May63; KK177483.
- Wiring assy.-main; installation. Ford. I. S. 1038. Sheet 1-5. © 6Aug63; KK177369.
- Fifty Fifty vanilla & chocolate. Half gallon. © 15May63; KK177140.
- Fifty Fifty vanilla & orange. Half gallon. © 15May63; KK177139.
- Fifty Fifty vanilla & peach. Half gallon. © 15May63; KK177137.
- Fifty Fifty vanilla & strawberry. Half gallon. © 15May63; KK177138.
- Horace and Doris. Homogenized milk, vitamin D [carton] Carton no. 1-4. © 5Apr63; KK175429-175426. 5-6. © 12Apr63; KK175448-175447. 9-12. © 19Apr63; KK175446-175444, 175430. 17-18. © 3May63; KK175431-175432. 21-24. © 10May63; KK175433-175436. 25-28. © 17May63; KK175437-175440. 29-32. © 24May63; KK175441, 175450-175452. 33-36. © 31May63; KK175453, 175462, 175449, 175443. 37-40. © 7Jun63; KK175442, 175467-175465. 41-44. © 14Jun63; KK175464-175463, 175460-175461. 45-48. © 21Jun63; KK175459, 175455-175454, 175458. 49-50. © 28Jun63; KK175457-175456.
- FOREST LAWN MEMORIAL-PARK ASSN. © He has a safe deposit box, ample savings, is fully insured, and his estate is in good order. But he is threatening his family's security. He has not yet made his funeral arrangements. (In The Enterprise, Los Alamitos, Calif., Sept. 19, 1963, p.3) © 19Sep63; KK175979.
- If you believe in a life hereafter. (In Los Angeles times, Sept. 19, 1963, p.10) © 19Sep63; KK175980.
- A place of serenity, Forest Lawn Cypress. © 23Jul63; KK174761.
- This work of art is broken into a million pieces. Forest-Lawn-Cypress (In The News, Orange County, Calif., May 24, 1963, p.A-10) © 24May63; KK174378.
- FORRELL, THOMAS & POLACK ASSOCIATES, INC. © Firestone presents your favorite Christmas carols, volume 2, starring Rise Stevens, Brian Sullivan and the Columbus boychoir. © 23Jul63; KK174766.
- FORSBERG (H.) CO. © Rollaundry speed bonnet washer and dryer. Appl. author: Carl W. Scheel. © 18Sep63; KK177633.
- FORT HOWARD PAPER CO. © When America travels, Fort Howard paper products are there. (In U. S. news & world report, Nov. 13, 1961, p.116) © 13Nov61; KK176895.
- Where America works, Fort Howard paper products are there. (In U. S. news and world report, Mar. 13, 1961, p.92) © 13Mar61; KK175977.
- FORT WAYNE TOOL & DIE, INC. © These industry leaders rely on Fort Wayne stator winders. (In Automation, Sept. 1963, p.15) © 1Sep63; KK176927.
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- FOUR ROSES DISTILLERS CO. © Enjoy the good life with Four Roses. (In Life. Nov. 17, 1961, p.64) © 12Nov61; KK175128.

FOUR ROSES DISTILLERS CO.-Con.

Enjoy the good life with Four Roses; it's light, bright flavor stays alive in your drink from first sip to last. (In Look, Nov. 21, 1961, p.60a) © 16Nov61; KK174857.

Give the one you'd want to keep; the handsome, cut-crystal design on this Four Roses fifth decanter is an exquisite showcase. (In Life, Dec. 1, 1961, p.87) © 26Nov61; KK174433.

FOUR STAR - HARLEN. ©

Bamboozle. 4301-X. Appl. author; Milton Bradley Co. © 18Sep62; KK174659.

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Krib Kaddie; baby's bedside service station. Appl. author: Lois D. Elkins. © 15Jul63; KK174996.

FRANCONIA IMPORT CO. ©

Rosa-Rosa. Portugese fisherman's bottle. © 21Aug63; KK175310.

FREDERICK, JOHN T. See HAVENLY PRODUCTS CO.

FREDERICKS. ©

Let Santa's helpers help you to wish your town a merry Christmas. Illuminated outdoor Christmas decorations. Appl. author: Robert G. Fredericks. © 1Aug63; KK175726.

FREEDOM MEDAL CO. ©

Remember the Freedom March. (In Sunday enterprise, Oct. 13, 1963) © 13Oct63; KK177282.

FRIBERG, A.

Mountie and Indian guide mounted by large tree. See NORTHWEST PAPER CO.
Mountie, dogsled, and guide. See NORTHWEST PAPER CO.
Mountie holds up husky pup, Indian boy watches. See NORTHWEST PAPER CO.

FRISKE, DONALD. See FRISKE JEWELERS.

FRISKE JEWELERS.

Cutting can affect the price as much as 75% of the value. © Donald Friske d.b.a. Friske Jewelers; 1Jul63; KK175253.

FRYE & SMITH, LTD. CHROMA. See CHROMA.

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Roving can revolution from Fusion, a remarkable new development for the textile industry. © 18Jun63; KK174718.

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GAGNE ASSOCIATES, INC. ©

Shield-Stripp, hand stripping tool for metal braid shielding. (Bulletin GA 63SS) © 15Aug63; KK177394.

GALENA, LOUIS. ©

Vigilante, window latch for constant protection. © 29Jun63; KK176119.

GANDY CO. ©

Land measuring wheels. Appl. author: Ebenhard S. Gandrud. © 28Oct63; KK176915.

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Spelling bee game. © 1Jun63; KK175787.

GAYLORD PRODUCTS, INC. ©

How to make your hairdo more beautiful. Gayla hold-bob bobby pins. (In Seventeen, Oct. 1961, p.188) © 10Oct61; KK174838.

Your Gayla coloring page. Gayla spiral hair roller. (In Chain store age, Apr. 1962, p.115) © 1Apr62; KK177318.

GEM RECORDS. ©

Opus 1. Repeat RS 100-1. © 12Dec63; KK177746.

GENERAL ELECTRIC CO. ©

Cordless, rechargeable automatic toothbrush instructions. © 22Aug63; KK176280.

GENERAL FIREPROOFING CO. ©

GF business furniture, style 9000 files. © 5Oct63; KK177453.

GF Goodform 600 chairs. 1 v. © 6Dec63; KK177452.

GF 600 series chair adjustability and design. © 1Jul63; KK175762.

GF 1200 series desks. © 5Oct63; KK177454.

GENERAL FOODS CORP. POST DIVISION.

Clip the coupon and discover how new Prime takes the place of canned dog food. (In Youngstown vindicator, Rotogravure section, Oct. 20, 1963, p.4 of cover) Appl. author: Ogilvy, Benson & Mather, Inc. © General Foods Corp., Post Division (in notice: General Foods Corp.); 20Oct63; KK177446.

New, Prime takes the place of canned dog food. (In Empire magazine, The Denver post, Sept. 8, 1963, p.3) Appl. author: Ogilvy, Benson & Mather, Inc. © 8Sep63; KK176087.

New, Prime takes the place of canned dog food. (In Roto, Akron beacon journal, Sept. 8, 1963, p.12-13) Appl. author: Ogilvy, Benson & Mather, Inc. © 8Sep63; KK176086.

New, Prime takes the place of canned dog food. (In The Plain dealer, Cleveland, Sept. 22, 1963, Sunday magazine section, p.48) Appl. author: Ogilvy, Benson & Mather, Inc. © General Foods Corp., Post Division (in notice: General Foods Corp.); 22Sep63; KK176518.

GENERAL MARKETING CORP. ©

Kroger straight cash; save your cards and win. © 4Mar63; KK176462.

GENERAL MILLS, INC. ©

Fudge rich with Hershey's cocoa; 2 new mixes from Betty Crocker. Dark chocolate fudge flavor cake mix. (In The American home, May 1963, p.58-59) Appl. author: Needham, Louis & Brorby, Inc. © 23Apr63; KK174691.

Magic, Betty Crocker's so-easy way to make blueberry streusel coffee cake. (In Woman's day, May 1963, p.86E) Appl. author: Needham, Louis & Brorby, Inc. © 16Apr63; KK174690.

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See Ballhawk Co.

GERMAIN'S, INC. ©

For Dichondra lawns only. 12 brand Dichondra weed control. Net weight 10 lbs. © 20Sep63; KK176078.

Heavenly blooms winter flowering sweet peas. 6 full size packets. © 15Feb63; KK174792.

Rose & garden spray. Net contents 1 pint. © 7Jun63; KK174620.

Stake-Mate clips. © 4Dec63; KK177450.

12 brand lawn food with insecticide. Net weight 22 lbs. © 19Jun63; KK174621.

Twist-ems household ties for quick and secure closing of freezer, bread, and sandwich bags. © 4Dec63; KK177451.

GILLETTE CO. ©

Arthur Godfrey asks: Have you tried the new Gillette stainless blade? It's wonderful. Window poster. © 30Oct63; KK176281.

Because every face and beard is different, only you can tell ... but Gillette can and does guarantee you more superbly comfortable shaves per blade than you get with any other blade. (In The New York times, Dec. 9, 1963, p.50) © 9Dec63; KK177543.

Display the whole Gillette line-up. Super Blue Blades. (In Tobacco retailers' almanac 1963-64, p.9) © 1Nov63; KK176870.

Extra savings! Special deal price on the Gillette stainless steel blade-foamy special. (In Post exchange and commissary, Dec. 1963, p.22-23) © 1Dec63; KK177416.

From Gillette, a great new gift line for men. Sun Up after shave. (In Variety store merchandiser, Sept. 1963, p.54-55) © 3Sep63; KK175878.

Gifts for his majesty, the American man. Sun Up talc. (In Look, Dec. 17, 1963, p.M1) © 3Dec63; KK177727.

Gillette grows with the new Boston. (In The New York times, The New Boston special ed., Sept. 8, 1963, p.19) © 8Sep63; KK175741.

The ideal deodorant for the whole family, Gillette Right Guard power spray deodorant. Window poster. © 15Jul63; KK174708.

Look sharp, feel sharp, be sharp. New Gillette Sun Up after shave. (In World Series records 1964, p.324-325) © 27Nov63; KK177310.

New from Gillette, Sun Up after shave. Get that top o' the morning feeling. (In Life, Nov. 8, 1963, p.64) © 4Nov63; KK177016.

Now Gillette edges ... on the new Gillette stainless blade. Window poster. © 27Aug63; KK175540.

Put Gillette free goods on your Christmas list; Sun Up after shave featured in 3 new gift sets. (In Chain store age, variety ed., Sept. 1963, p.96-97) © 30Aug63; KK175773.

Right Guard, the modern power spray deodorant. © 20Sep63; KK176180.

Save 37¢, new Gillette stainless steel blades and Giant Foamy. Window poster. © 2Dec63; KK177391.

Save your customers 37¢, make money for yourself with the Gillette stainless steel blade-foamy special. (In Chain store age, supermarket ed., Dec. 1963, p.98-99) © 27Nov63; KK177441.

Save your customers 37¢, make money for yourself with the Gillette stainless steel blade-foamy special. (In Chain store age, variety ed., Dec. 1963, p.8-9) © 30Nov63; KK177411.

This offer; Gillette World Series special. Foamy shave cream. (In Food topics, Aug. 1963, p.28) © 26Jul63; KK175053.

- This offer; Gillette World Series special. (In Post exchange and commissary, Aug. 1963, p.37) © 1Aug63; KK175028.
- We have it, the new Gillette stainless blade with Gillette edges. Window poster. © 27Aug63; KK175539.
- World Series special. Foamy shaving cream. Window poster. © 5Aug63; KK175039.
- World Series special. Foamy shaving cream. Window poster. © 5Aug63; KK175041.
- GIM METAL PRODUCTS, INC. ©
Creators of the finest in white metal castings for lamps and lighting fixtures. Catalogue. Appl. author: George Murad. © 1Mar63; KK175296.
- Price list. Appl. author: George Murad. © 1Mar63; KK175295.
- GLASCOTE PRODUCTS, INC.
Corrosion-resistant equipment for chemical processing. Glascote. Appl. author: Eugene Krymkowski. © A. O. Smith Corp. (in notice: Glascote Products, Inc., a subsidiary of A. O. Smith Corp.); 1Jul63; KK176274.
- GLASS, MARVIN. ©
Transogram Rack Um Stack Um totem game. No.3888. © 28Mar62; KK176318.
- GLASS (MARVIN) & ASSOCIATES. ©
Ambush, by Hasbro, a game of suspense, strategy, surprise. 2604 x 400. © 1Mar63; KK176317.
- Dandy the Lion, he responds to the magic whip. (An Irwin toy) © 5Aug63; KK177067.
- King of the Hill, another Schaper plastic game. No.425. © 8Feb63; KK176741.
- GLIDDEN CO. ©
How rust penetrating metal primers work ... Rustmaster gives double penetration of both oil and pigment. (In Factory, Nov. 1, 1961, p.17) Appl. author: Meldrum & Fewsmith, Inc. © 1Nov61; KK175938.
- A packaged comfort station designed for rest areas in parks, camps and thruways. © 1Jul63; KK174822.
- Protective, maintenance coatings for industrial, commercial, institutional use. 35 p. Appl. author: Meldrum & Fewsmith, Inc. © 1Feb63 (in notice: 1962); KK176928.
- GLORYBLOOM GARDEN PRODUCTS, ROSKAM CO. See ROSKAM CO. GLORYBLOOM GARDEN PRODUCTS.
- GOLD MEDAL CANDY CORP. ©
Bonomo butter peanut brittle; twin pack. Net wt. 12 oz. avdp. © 16Jul63; KK176602.
- GOLNICK (LEON SHAFER) ADVERTISING, INC. ©
Everybody who sees the '64s at Herff Ford gets this \$200 bond. 1964 reduction bond. (In The Commercial appeal, Memphis, Sept. 27, 1963, p.37) © 27Sep63; KK176907.
- Nobody walks away from a Don Allen deal. (In Buffalo evening news, Oct. 11, 1963, p.50) © 11Oct63; KK176328.
- Prices smashed to smithereens, #1 challenge sale. Abel Ford. (In Daily evening item, Lynn, Mass., Oct. 17, 1963, p.36) © 17Oct63; KK176704.
- This is not an idle boast; nobody walks away from the next 33 deals at Behrend Brothers. (In The Evening sun, Baltimore, Nov. 5, 1963, p.B11) © 5Nov63; KK176860.
- GONEK, SAMUEL L. See SKIPPY CANDLE & INCENSE CO.
- GORDON (JACKIE) MEN'S STORE, INC. ©
Acquired a taste for olives? (In The Evening bulletin, Oct. 7, 1963, p.5) © 7Oct63; KK176224.
- Are you a people-watcher? (In The Evening bulletin, Philadelphia, Sept. 9, 1963, p.5) © 9Sep63; KK175724.
- Are you a perfectionist? (In The Evening bulletin, Sept. 23, 1963, p.5) © 23Sep63; KK175956.
- Can you keep a secret? (In The Evening bulletin, Philadelphia, Sept. 30, 1963, p.5) © 30Sep63; KK176178.
- Champagne taste, sir? (In The Evening bulletin, Nov. 11, 1963, p.5) © 11Nov63; KK177619.
- Don't look like a gate crasher. (In The Evening bulletin, Dec. 9, 1963, p.5) © 9Dec63; KK177402.
- The gals have the right idea. (In The Evening bulletin, Philadelphia, Oct. 14, 1963, p.4) © 14Oct63; KK176339.
- If you like fancy carpets and plush store fronts, don't come here. (In The Evening bulletin, Philadelphia, Dec. 2, 1963, p.5) © 2Dec63; KK177292.
- Let us get you off the high price hook. (In The Evening bulletin, Sept. 4, 1963, p.4) © 4Sep63; KK175723.
- Put the cream in your closet. (In The Evening bulletin, Philadelphia, Nov. 18, 1963, p.5) © 18Nov63; KK177205.
- Tired of paying high retail prices for clothing? (In Philadelphia evening bulletin, Aug. 26, 1963, p.4) © 26Aug63; KK175647.
- Want him gift-wrapped? (In The Evening bulletin, Dec. 17, 1963, p.5) © 17Dec63; KK177689.
- We like fussy customers. (In The Evening bulletin, Oct. 21, 1963, p.5) © 21Oct63; KK176638.
- What impresses you most? (In The Evening bulletin, Oct. 28, 1963, p.5) © 28Oct63; KK176637.
- Which side are you on? (In The Evening bulletin, Sept. 16, 1963, p.5) © 16Sep63; KK175795.
- Why settle for less? (In The Evening bulletin, Philadelphia, Nov. 4, 1963, p.5) © 4Nov63; KK176784.
- GOSSCO. ©
It's a pocket hood. © 10Sep63; KK175746.
- GOUSHA (H. M) CO. ©
Tourade trip kit, compliments of your Conoco dealer. 1963 ed. © 15Apr63; KK175188.
- GRANDPA BRANDS CO. See DENT (C. S.) & CO.
- GREAT RESOURCES CO. ©
Post gift. [Fence & mailbox design on envelope] © 20Aug63; KK175695.
- GREAT WESTERN SAVINGS & LOAN ASSN., LOS ANGELES.
In 150,000 homes, Great Western Savings. © Great Western Savings & Loan Assn.; 15Jun63; KK174522.
- GREEN & GREEN, INC.
Orange drink, a real treat. Appl. author: John Douglass. 3Jun63; KK174457.
- GREEN GIANT CO. ©
Free, Green Giant rag doll. Cream style corn. (In The Kansas City star, May 19, 1963, comic section) Appl. author: Leo Burnett Co., Inc. © 19May63; KK175074.
- Giant corn sale. (In The Atlanta Journal, Feb. 14, 1963, p.22-F) Appl. author: Leo Burnett Co., Inc. © 14Feb63; KK175069.
- Here now, in glass, tender little aristocrats of the mushroom kingdom. Le Sueur whole mushrooms. (In Life, Feb. 15, 1963, p.R4) Appl. author: Leo Burnett Co., Inc. © 11Feb63; KK175073.
- I'll pay you 50¢ when you try any three of my new Green Giant vegetables frozen in butter sauce. (In Journal herald, Dayton, Ohio, Apr. 11, 1963, p.40) Appl. author: Leo Burnett Co., Inc. © 11Apr63; KK175071.
- New, for people who take their mushrooms seriously. Le Sueur whole mushrooms. (In Life, Mar. 15, 1963, p.R5) Appl. author: Leo Burnett Co., Inc. © 11Mar63; KK175077.
- New, Green Giant vegetables frozen in butter sauce. (In The Tampa tribune, Mar. 1, 1963, p.10-B) Appl. author: Leo Burnett Co., Inc. © 1Mar63; KK175072.
- New, mushrooms to splurge with. Le Sueur whole mushrooms. (In Life, Apr. 26, 1963, p.R5) Appl. author: Leo Burnett Co., Inc. © 22Apr63; KK175075.
- Save 10¢ when you try any of my new Green Giant vegetables frozen in butter sauce. (In The Florida times-union, Feb. 28, 1963, p.58) Appl. author: Leo Burnett Co., Inc. © 28Feb63; KK175076.
- The sweetest peas in the land, dressed up a new way for dinner; new, Green Giant brand peas with sliced mushrooms. (In The Minneapolis star, Apr. 3, 1963, p.16B) Appl. author: Leo Burnett Co., Inc. © 3Apr63; KK175070.
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- GREENWOOD MILLS, INC. ©
Big Yank selects Cantor-Greenspan's Astro Cloth by Greenwood for these trim university slacks. (Man and boy) (In The New York times magazine, Apr. 28, 1963, p.58) Appl. author: Rockmore Co. Advertising, Inc. © 28Apr63; KK174993.
- Can you guess? How many yards of Calisheen has Greenwood Mills sold in 14 years? (In Daily news record, May 15, 1963, p.3) Appl. author: Rockmore Co. Advertising, Inc. © 15May63; KK175241.
- Chandler selects Greenwood corduware corduroy for these adorable children's fashions. (Two children) (In Infant's & children's review, May 1963, p.34) Appl. author: Rockmore Co. Advertising, Inc. © 1May63; KK174989.
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- Collins & Aikman calls it Cavyar, but Durst Longcloth by any name is still the same remarkable new Greenwood Mills blend. (In Daily news record, Oct. 1, 1963, p.3) Appl. author: Rockmore Co. © 10Oct63; KK177033.
- Fabrics with character of quality by Greenwood. Greenwood makes the fabric, Donnkeny makes the shirt. (In Sports illustrated, July 15, 1963, p.E1) Appl. author: Rockmore Co. © 15Jul63; KK175975.
- Fabrics with the character of quality by Greenwood. Greenwood makes the fabric, Alpine Guide makes the jacket. (In Sports illustrated, Oct. 28, 1963, p.E8) Appl. author: Rockmore Co. © 28Oct63; KK177028.
- Fabrics with the character of quality by Greenwood. Greenwood makes the fabric, Apolda makes the suit. (In Look, Sept. 24, 1963, p.M23) Appl. author: Rockmore Co. © 24Sep63; KK175993.
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- Fabrics with the character of quality by Greenwood. Greenwood makes the fabric, Eagle Bros. makes the shirt. (In Sports illustrated, Nov. 4, 1963, p.E6) Appl. author: Rockmore Co. © 4Nov63; KK177029.
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- Fabrics with the character of quality by Greenwood. Greenwood makes the fabric, Lavin makes the jackets. (In New York times magazine, Aug. 18, 1963, p.42) © 18Aug63; KK175981.
- Fabrics with the character of quality by Greenwood. Greenwood makes the fabric, McGregor makes the shirts. (In The New York times magazine, Sept. 8, 1963, p.18) © 8Sep63; KK175990.
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- Fabrics with the character of quality by Greenwood. (In Women's wear daily, June 26, 1963, p.30) © 26Jun63; KK175242.
- The first blend Fruit of the Loom has introduced in 114 years is Durst Longcloth. (In Women's wear daily, Nov. 4, 1963, p.34) Appl. author: Rockmore Co. © 4Nov63; KK177030.
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- Greenwood features the wet-look for outerwear. (In Daily news record, Oct. 25, 1963, p.17) Appl. author: Rockmore Co. © 25Oct63; KK177037.
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- Greenwood makes the fabric, Standard makes the skiwear. Skybird. (In Daily news record, Oct. 23, 1963, p.7) Appl. author: Rockmore Co. © 23Oct63; KK177036.
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- Queen Casuals selects Greenwood Parka Twin, Jr., for these good looking slacks. (Woman's figure) (In The New York times magazine, May 19, 1963, p.28) Appl. author: Rockmore Co. Advertising, Inc. © 19May63; KK174994.
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- What was that name again? Foxwood, and it's Orlon. (In The New York times magazine, Sept. 29, 1963, p.15) © 29Sep63; KK176953.
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- GRIFFIN, JOHN W. © Coat of arms; Griffin. (In Yankee, Inc., Jan. 1963, p.28) © 1Jan63; KK176579.
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- HAEUSER SHELLAC CO., INC. © How to make your paint job look better, wear longer, cost less. © 1May63; KK175186.

- HALL (ROBERT) CLOTHES, INC. ©
Your family will flip over these Robert Hall coats. Every one warmly lined with deep pile of DuPont Orlon. (In Life, Nov. 15, 1963, p.88) © 15Nov63; KK177267.
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How to captivate a connoisseur. Serve him a drink or a hollandaise. (In The New Yorker, May 26, 1962, p.147) © Hamilton Beach, division of Scovill Manufacturing Co.; 24May62; KK176340.
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Summa cum laude, new Hamilton Beach blender. (In What's new in home economics, April 1962, p.40) © Hamilton Beach, division of Scovill Manufacturing Co.; 15Mar62; KK176342.
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- HAMM (THEO.) BREWING CO. ©
Big fresh taste, Hamm's. Can & mug in cascade. Appl. author: Campbell-Mithun, Inc. © 1Jul63; KK176589.
Big fresh taste, Hamm's. Drink-off glass & sunset. © 1Sep63; KK175845.
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Good cheer, refreshing as the land of sky blue waters. Appl. author: Campbell-Mithun, Inc. © 1Dec63; KK177686.
Now, flip-top refreshment, Hamm's. [Bear pulling tab on can] Appl. author: Campbell-Mithun, Inc. © 10Oct63; KK176621.
Try the cub size Hamm's new 7 oz. bottle. Appl. author: Campbell-Mithun, Inc. © 1Sep63; KK176284.
- HAMMOND ORGAN CO. ©
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- HANDY BUTTON MACHINE CO. ORMOND DIVISION.
Tense? Nerves jangled? Create a skitzgink. (In Toys and novelties, Sept. 1963, p.195) © Handy Button Machine Co. (in notice: Handy Button Machine Co., Ormond Div.); 4Sep63; KK176929.
- HANDY HANKY, INC. ©
Best wishes for the holiday season. © 25Jun63; KK175562.
May the joy of Christmas be yours throughout the year. © 25Jun63; KK175563.
The merriest Christmas, the happiest new year. © 25Jun63; KK175565.
Season's greetings. © 25Jun63; KK175564.
- HANNAU COLOR PRODUCTIONS, INC. ©
Buff limestone: Victor Oolitic Stone Co. VO Travertine. Color photography by John Freeman. (A. I. A. file no.8-B-2) © 24Sep63; KK176710.
Impressive gifts from Floyd Wray's Flamingo Groves in Fort Lauderdale, Florida. 1 v. © 1Nov63; KK176751.
Nature's own building stone with warmth and personality, Sienna sandstone. Indiana Sandstone Company, Bedford, Indiana. © 20Oct63; KK176600.
Skiff Craft. Color photography by John Freeman. 1 v. © 24Sep63; KK176709.
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Home bartending made easy. The prized Kentucky bourbon. (In Baltimore Afro-American, Aug. 27, 1963, p.2) Appl. author: Otto Kleppner. © 27Aug63; KK176043.
I. W. Harper makes a good case for extra Father's Day profits. (In Liquor store, June 1963, p.54) Appl. author: Otto Kleppner. © 1Jun63; KK174322.
I. W. Harper makes a good case for extra Father's Day profits; this Father's Day, give dad the most prized bourbon, I. W. Harper, prized present, with the historic past. (In Beverage media, June 1963, p.6-7) Appl. author: Otto Kleppner. © 1Jun63; KK174320.
In every glass of I. W. Harper, a great tradition. Kentucky straight bourbon whiskey. (In U. S. news & world report, June 3, 1963, p.4 of cover) Appl. author: Otto Kleppner. © 3Jun63; KK174321.
It's always a pleasure. Bourbon. (In New York world telegram, Oct. 21, 1963, p.40) Appl. author: Otto Kleppner. © 21Oct63; KK176565.
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- HARRIS, VICTORIA P. See TOP INDUSTRIES.
- HARTZ MOUNTAIN PRODUCTS CORP. ©
Mynah food pellets. No.810. Net wt. 1 1/4 lbs. © 5Aug63; KK175940.
- HAVENLY PRODUCTS CO.
Instant dry rot. Net wt. 2 oz. © John T. Frederick d.b.a. Havenly Products Co.; 27Jan63; KK174568.
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How to set up new deluxe wooden stage for hand puppets or marionettes. Appl. authors: J. Woodson Rollins & Hazelle H. Rollins. © 21Oct63; KK176689.
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- HEATH (L. S.) & SONS, INC. ©
Mr. Pete. Net wt. 3/4 oz. © 11Jul63; KK174540.
Toffee Crunch. Net wt. 6 1/4 oz. © 14Nov63; KK177204.
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The queen's desire. © Frank K. Heindrich & Walter S. Pawl; 27Jul63; KK175294.
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Try this on your wrist and see how perfectly a Helbros watch suits you. Raleigh. (In Life, Nov. 17, 1961, p.124) © 17Nov61; KK174859.
- HELKINKI FINNISH STEAM BATH CORP. ©
Helsinki Saunas. © 20May63; KK174435.
- HENRIKSEN.
Frogs and freedom. See OLD COLONY GAS & OIL CO.
A great American patriot. See OLD COLONY GAS & OIL CO.
- HERCALYCE SALES CO.
Self opening plastic bags ... Pul-Lip. 50 utility size 6 1/2 x 9 1/2. © Hercules Membrino t.a. Hercalyce Sales Co.; 3Dec62; KK174566.
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Put more muscle in 7-up merchandising ... with all-package display. See SEVEN-UP CO.
- HERTZ SYSTEM, INC. ©
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I know I can be there on time. Rent a car. (In The New York times, Aug. 13, 1963, p.40) Appl. author: Norman, Craig & Kummel, Inc. © 13Aug63; KK175768.
Open for business, help yourself with Hertz. Rent a car. (In Time magazine, Oct. 18, 1963, p.13) Appl. author: Norman, Craig & Kummel, Inc. © 15Oct63; KK177054.
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Pour a perfect Gimlet every time, it's the newest Heublein cocktail. (In San Francisco chronicle, Sept. 25, 1963, p.4) Appl. author: L. C. Gumbinner Advtg. Agency. © 25Sep63; KK176469.
This is advertising! These ads will be splashed all over New York. Will you be ready? Bell's 8. (In Beverage media, metropolitan ed., Oct. 1963, p.32-33) Appl. author: Benton & Bowles, Inc. © 25Sep63; KK177041.
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Accident insurance, including coverage for automobile accidents. © 14Oct63; KK176667.
Accident insurance that pays ... for burns. © 14Oct63; KK176668.
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Accident insurance that pays ... for falls. © 14Oct63; KK176670.
- HILLS BROS. COFFEE, INC. ©
Best coffee news since the percolator, flavor so unbeatable it's reheatable; it's here. (In Tribune-democrat, Oct. 16, 1963, p.41) Appl. author: N. W. Ayer & Son, Inc. NM: revisions. © 16Oct63; KK176738.
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- HIRSH (S. A.) MANUFACTURING CO. ©
Auto accessory wall. HDF-6. Appl. author: David Shulman. © 22Oct63; KK177187.
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Deluxe Hirshline; 6 shelf Hirshline unit without items. Appl. author: David Shulman. © 10Dec63; KK177645.
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Throw-away bags; part no.D-12141 for model 1100 cleaner. (For suction cleaner filter bags) This package contains three genuine throw-away bags. © 29Apr63; KK174884.
- HOPPE (FRANK A.) INC. ©
Gun Blue. Contents approx. 2 fl. ozs. © 15Apr63; KK174521.
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3 feet of fun from Lake George, N. Y. Fresh water taffy from the queen of American lakes. Net weight 15 ounces. © 30May63; KK175688.
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Pappy Parker's fried chicken seasoning. 8 ozs. net wt. No.10149-D. © 8Jul63; KK177590.
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Are you woman enough to wear Chantilly? (In Glamour, Oct. 1963, p.61) NM: revisions. © 22Sep63; KK175843.

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See COLGATE-PALMOLIVE CO. HOUSE OF AJAX.
- HOWALD, E. F. ©
Protect your checking account with this new safety check rubber stamp. © 14Jun63; KK175302.
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- HUENUT, RICHARD. ©
After a haircut, is your permanent just a memory? The curl's still there after you trim your hair. Fashion Quick. (In Farm Journal, Feb. 1962, p.101) © 1Feb62; KK175636.
Go from nearly blonde to clearly blonde without artificial coloring. Light and Bright. (In Glamour, Apr. 1962) © 1Apr62; KK177202.
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Equip for the extra profits of clean farming. Peerless power sprayers. (In The Progressive farmer, May 1962, p.18) © 16Apr62; KK174471.
Get the feel of power; for a more beautiful, bountiful home and garden, Hudson compact power sprayers. (In House & garden, May 1962, p.208) © 20Apr62; KK174473.
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Stop spring fall-out; kill this year's crop, next year's too by spraying now with a Hudson sprayer. (In Better homes and gardens, May 1963, p.106F) © 18Apr63; KK174474.
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Kwikee, the name with the most advanced designs presents the new concept line by Hugert. Match cover. © 30Oct63; KK177190.
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To be sure use wash-away color guard Pedi-Pads, containing an ideal preparation for athlete's foot. © 3Sep63; KK175599.
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Now the Wesson you love has a bright new bottle. Poly-unsaturated oil. (In Ladies' home journal, Nov. 1961, p.38-39) Appl. author: Young & Rubicam, Inc. © 21Oct61; KK175018.
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- IBEC PACKING CO. OF NEW YORK, INC. ©
Mr. Tuna, chunk light tuna. Net contents 6 1/2 ozs. or 184 grams. © 12Aug63; KK175648.
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Fine finishes for industry and home, Ideal spray finishes. Net weight 1 pound. © 27Apr63; KK174710.
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Bibsy, feed her and she dribbles. No.0600-7. © 1Mar63; KK176036.
Cart o' blocks, for ages 2 to 6. Educator Toys, approved by the editors of Book of Knowledge. No.3049-4. © 1Mar63; KK175766.
Kissy, a paper doll 24" tall. 6082:100. Authorized ed. Saalfeld. © 9May63; KK175955.
Pop-up cone tree for ages 1 to 4. (Educator toys, no.3099-9) © 1Mar62; KK175721.
Pot n' spoon for ages 2 to 5. (Educator toys, no.3057-7) © 1Mar63; KK175722.
Skooz-it, Donald Duck. Pick-a-picture game, play it, store it in this container. Box wrap. No.2022-2-100. © 1Mar63; KK176009.
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Tammy's family, the dolls you love to dress: Dad. No.9396-3. © 1Mar63; KK176033.
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Here's to love & kiss'in; Kiss'in Stool. © 3Dec63; KK177403.
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Thank God it's Friday. © 14Aug63; KK175368.
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A significant breakthrough, properly processed bakery products for all your feeds, in Nujets. (In Feed merchant, Feb. 1963, p.63) Appl. author: Richard Heiman Advertising. © 24Jan63; KK174739.
- INTERNATIONAL LATEX CORP. ©
At last, a panty girdle that controls everywhere a panty should; new Playtex Mold 'n Hold panty girdle. [Five females, full length silhouettes] (Streamer P-7266) © 16Sep63; KK176190.

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At last, a panty girdle that controls everywhere a panty should; new Playtex Mold 'n Hold panty girdle. [Four females, full length] © 16Sep63; KK176195.

Enjoy the cool comfort; summer comfort. Playtex Living bras. © 15Jun63; KK175161.

Enjoy the cool comfort; summer comfort. Playtex Living bras. © 15Jun63; KK175162.

Free, \$3.00 value; Shocking de Schiaparelli perfume when you buy any Playtex Living bra. [Eiffel Tower] © 1Sep63; KK176191.

Free, \$3.00 value; Shocking de Schiaparelli perfume when you buy any Playtex Living bra. [Female carrying dress form in basket] © 1Sep63; KK176192.

Introducing new sheer elastic in Playtex Living long line bra. © 21Jul63; KK175165.

Introducing new sheer elastic in Playtex Living long line bra. © 21Jul63; KK175164.

Live a little! Try a Living bra and new Living girdle made without rubber. (Glorifier LP-4002) © 18Oct63; KK176982.

Look 5 pounds thinner in panty girdles, too; Playtex panty girdles. Shorty, new regular length, cloth lined, long leg. (Streamer P-7268) © 16Sep63; KK176189.

New Living girdle by Playtex made without rubber. It's Stretch-ever. (Ad L-10) © 21Oct63; KK176987.

New, Living girdle by Playtex made without rubber. (Streamer LP-4010A) © 18Oct63; KK176983.

New Playtex Cotton Pretty bra. (Streamer P-8316) © 18Oct63; KK176985.

New, soft cups stay soft. Playtex padded bra. (Streamer P-8314) © 18Oct63; KK176986.

Now, look 5 pounds thinner in panty girdles, too; Playtex panty girdles. [Female leaning on elbow] © 16Sep63; KK176194.

Now, look 5 pounds thinner in panty girdles, too; Playtex panty girdles. [Female with arms raised] © 16Sep63; KK176193.

Now, Playtex announces elastic guaranteed one year in both Living bra and new Living girdle. (L-4) © 21Oct63; KK176989.

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Now, the most successful consumer offer in glove history. Playtex Living glove. (Selling sheet P-3083) © 18Nov63; KK176984.

Now, try any Playtex bra on a 10 day free trial. © 15Jul63; KK175174.

Now, try any Playtex bra on a 10 day free trial. © 15Jul63; KK175176.

Now, try any Playtex bra on a 10 day free trial; you love it, or your money back. (Clerk book P-8306) © 15Jul63; KK176196.

Ohio quadruplets eat and sleep well. New Playtex Nurser acclaimed by mother of famous Axe quads. (Streamer P-2036) © 15Jul63; KK175175.

Playtex Nurser, the greatest advance in baby feeding in over a century. © 25Jul63; KK175156.

Playtex sale, \$2.00 off. Cloth-lined Magic Controller. (Streamer P-7262) © 2Sep63; KK176188.

Sale, Living girdle of Stretch-ever elastic. © 28Jul63; KK175165.

Sale, Living girdle of Stretch-ever elastic. © 28Jul63; KK175166.

Sale, Living girdles. (Streamer P-7258A) © 28Jul63; KK175160.

Sale, machine washable Living girdle of Stretch-ever elastic. © 28Jul63; KK175167.

Sale, Playtex Living bras. © 8Jul63; KK175172.

Sale, Playtex Living bras. © 8Jul63; KK175173.

Sale, Playtex Living bras. (BR-604) © 26Oct63; KK177011.

Sale, Playtex Living bras. Save \$1.00. (BR-605) © 26Oct63; KK177012.

Sale, Playtex Living bras. (Streamer P-8305) © 7Jul63; KK175158.

Try any Playtex bra on a 10 day free trial. (Streamer P-8298 A) © 15Jul63; KK175159.

\$2.00 off Playtex girdle sale. Magic Controller. © 28Jul63; KK175169.

\$2.00 off Playtex girdle sale. Mold 'n Hold. © 28Jul63; KK175168.

\$2.00 off Playtex girdle sale. Mold 'n Hold. © 28Jul63; KK175171.

\$2.00 off sale, Playtex Mold 'n Hold girdles and panties. © 28Jul63; KK175170.

You'll sell more if you know more about Living bras, Living girdles by Playtex. (Booklet P-8306) © 18Oct63; KK177461.

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Inco exploring new ways for nickel to serve you. Inco helps bring about new cordless wonders like these. (In Forbes, Nov. 1, 1963, p.35) © 29Oct63; KK177277.

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Sore throat? Isodettes. © 15Jul63;
KK176199.

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At Itkin you can buy just one desk, after seeing hundreds, or hundreds of desks, after seeing just the one you want. (In New York herald tribune, Oct. 31, 1963, p.7) Appl. author: Smith/Greenland Co. © 31Oct63; KK176876.

At Itkin you can buy just one desk, after seeing hundreds, or hundreds of desks, after seeing just the one you want. (In New York times, Aug. 6, 1963, p.10) Appl. author: Smith-Greenland Co. © 6Aug63; KK175921.

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If you can take your eyes off her face for a few moments. (In Life, Nov. 8, 1963, p.R6) Appl. author: Doyle Dane Bernbach, Inc. © 6Nov63; KK177433.

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JARMAN, JOHN L. See JARMAN CO.

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E-Z-C door knob hanger: good morning. © John L. Jarman d.b.a. Jarman Co.; 6Aug63; KK175047.

Extra order; use this E-Z-C signal to order extra items. © John L. Jarman d.b.a. Jarman Co.; 6Aug63; KK175048.

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Welcome to the new Red Coach. Red Coach Grill. (In The New York times, Sept. 30, 1963, p.18) © 30Sep63; KK176316.

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Another Joslyn first, wood transmission structures for 345 KV. EHV line. © 22May63; KK174381.
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- Silhouette vanilla ice milk. Half gallon liquid. (X-700) © 16Oct63; KK177020.
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Koo-Koo Kard game. © 19Jul63; KK174829.
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Moulded shoes for men and women. No more crying feet. (In Philadelphia daily news, Sept. 23, 1963, p.19) © 23Sep63; KK175913.
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You can create room beauty. Gulistan carpet. (In House & garden, Sept. 1963, p.59) © 20Aug63; KK175520.
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Come right in, Sally. (In Women's wear daily, July 18, 1963, p.8) Appl. author: Doyle Dane Bernbach, Inc. © 18Jul63; KK175584.
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Scope, only Kawneer has all, metal, Schokbeton, windows and color. (In Fortune, Sept. 1963, p.158-159) © 4Sep63; KK176558.
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- Corn Flakes. New idea from Kelloggs. Shop once, serve 18 happy breakfasts. (In Look, July 2, 1963, p.2 of cover) Appl. author: Leo Burnett Co., Inc. © 18Jun63; KK176060.
- Corn-fucius say: one picture worth ten thousand words about Kellogg's corn flakes. (In Ebony, Nov. 1963, p.165) Appl. author: Leo Burnett Co., Inc. © 15Oct63; KK177306.
- Don't be corn-fused when you get corn flakes, get the real corn flakes. Save 7¢ with this coupon. (In The Cleveland press, Oct. 2, 1963, p.E10) Appl. author: Leo Burnett Co., Inc. © 2Oct63; KK176603.
- Early to bed and early to rise ... Kellogg's Corn Flakes. Little boy. (In Life, Oct. 18, 1963, p.12) Appl. author: Leo Burnett Co., Inc. © 16Oct63; KK176485.
- Folks, make up a jingle line as corny as Yogi's, you may be a winner. Corn flakes. (In The Tacoma news tribune, Mar. 31, 1963, comics, p.3) Appl. author: Leo Burnett Co., Inc. © 31Mar63; KK177302.
- From drumsticks, to pie tricks, Kellogg's corn flake crumbs make good cooking easier. (In Ladies' home journal, Oct. 1963, p.30) Appl. author: Leo Burnett Co., Inc. © 24Sep63; KK177308.
- Froot flavored loops. Net wt. 7 oz. © 24Jul63; KK175713.
- Frosted Sugar Stars. Hillbilly Goat. Net wt. 8 oz. © 22Nov63; KK177530.
- Fruit 'n flakes 'n fun all in one package. Raisin bran. [Vineyard & bowl of cereal] (In The Progressive farmer, Mar. 1963, p.80) Appl. author: Leo Burnett Co., Inc. © 15Feb63; KK174481.
- Gr-r-reat way to sweeten up the day. Hearty flakes of corn. Sugar Frosted Flakes. Bananas. (In Life, Sept. 13, 1963, p.84) Appl. author: Leo Burnett Co., Inc. © 11Sep63; KK176062.
- Gr-r-reat way to sweeten up the day. Sugar Frosted Flakes. Golfer. (In Look, June 18, 1963, p.53) Appl. author: Leo Burnett Co., Inc. © 4Jun63; KK176059.
- Gr-r-reat way to sweeten up the day. Sugar frosted flakes. [Tony, the tiger, fanning in window] (In Look, July 30, 1963, p.3 of cover) Appl. author: Leo Burnett Co., Inc. © 16Jul63; KK175325.
- Herb cookery made easy; Kellogg's new seasoned corn flake crumbs add an exotic flair to simple recipes. Beef balls creole. (In Better homes & gardens, Aug. 1963, p.85) Appl. author: Leo Burnett Co., Inc. © 18Jul63; KK175323.
- Herb cookery made easy; Kellogg's new seasoned corn flake crumbs add an exotic flair to simple recipes. Gourmet veal paprika. (In Better homes & gardens, Sept. 1963, p.90) Appl. author: Leo Burnett Co., Inc. © 20Aug63; KK175324.
- Herb cookery made easy; Kellogg's new seasoned corn flake crumbs add an exotic flair to simple recipes. (In Better homes & gardens, Nov. 1963, p.104A) Appl. author: Leo Burnett Co., Inc. © 22Oct63; KK177303.
- In a word, coolerispandelicious. Corn flakes. [Peaches dropping into bowl of cereal] (In Life, Aug. 16, 1963, p.85) Appl. author: Leo Burnett Co., Inc. © 14Aug63; KK175322.
- In a word, coolerispandelicious; store coupon, save 7¢ Corn flakes. (In The Reader's digest, July 1963, p.15) Appl. author: Leo Burnett Co., Inc. © 25Jun63; KK176594.
- It's fruit 'n cereal time again. Corn flakes. Fruit 'n cereal. (In Life, July 19, 1963, p.50-51) Appl. author: Leo Burnett Co., Inc. © 17Jul63; KK175321.
- Look what you get now in Kellogg's variety pack. Rice Krispies. Corny format. (In Life, Aug. 9, 1963, p.61) Appl. author: Leo Burnett Co., Inc. © 7Aug63; KK175317.
- New from Kellogg's, oot-fray oops-lay; that's Toucan talk for a new cereal grownups call Froot Loops. (In The Denver post, Sept. 10, 1963, p.42) Appl. author: Leo Burnett Co., Inc. © 10Sep63; KK177309.
- New Kellogg's Croutettes; make perfect old-fashioned stuffing quick & easy with these new herb seasoned stuffing croutons. (In Life, Nov. 22, 1963, p.25) Appl. author: Leo Burnett Co., Inc. © 20Nov63; KK177307.

KELLOGG CO.-Con.

- New snack idea from Kellogg's, 3 kid favorites in one Snackin' good package. Triple Snack. (In The Plain dealer, Oct. 27, 1963, comics, p.2) Appl. author: Leo Burnett Co., Inc. © 27Oct63; KK177300.
- Now real froot flavors in a sugar-crystallized oat cereal from Kellogg's. Froot flavored Loops. (In Rockford morning star, Sept. 15, 1963, comics, p.5) Appl. author: Leo Burnett Co., Inc. © 15Sep63; KK177301.
- Rice ... one of the world's most nourishing grains. Today's way to get the honored goodness of rice. Rice Krispies, Raspberries. (In Life, Aug. 23, 1963, p.29) Appl. author: Leo Burnett Co., Inc. © 21Aug63; KK176065.
- Rice. Today's way to get the honored goodness of rice. Peaches. (In Life, Sept. 20, 1963, p.121) Appl. author: Leo Burnett Co., Inc. © 18Sep63; KK176066.
- Save 7¢ with this coupon on your next purchase of any 8-oz., 12-oz., or 18-oz. packages of Kellogg's corn flakes. (In Sunset, Sept. 1963, p.143) Appl. author: Leo Burnett Co., Inc. © 25Aug63; KK176595.
- The Special K breakfast that fits so many modern diets. Man at counter. (In Life, June 21, 1963, p.10) Appl. author: Leo Burnett Co., Inc. © 19Jun63; KK174483.
- The Special K breakfast that fits so many modern diets. Man, bicycle. (In Life, Sept. 6, 1963, p.6) Appl. author: Leo Burnett Co., Inc. © 4Sep63; KK176064.
- The Special K breakfast that fits so many modern diets. [Man seated at breakfast, looking at watch] (In Life, July 26, 1963, p.51) Appl. author: Leo Burnett Co., Inc. © 24Jul63; KK175319.
- The Special K breakfast that fits so many modern diets. Woman, watch. (In Life, Sept. 27, 1963, p.85) Appl. author: Leo Burnett Co., Inc. © 25Sep63; KK176065.
- Takes a woman to fancy up a breakfast dish like this. Sugar Frosted Flakes. Strawberries. (In Life, Aug. 30, 1963, p.10) Appl. author: Leo Burnett Co., Inc. © 28Aug63; KK176061.
- Tasty new bran that belongs with your family's basic foods. Bran Buds. [Grocery bag, bottle of milk & box] (In The Reader's digest, Feb. 1963, p.43) Appl. author: Leo Burnett Co., Inc. © 25Jan63; KK174480.
- Today yore vittle money fetches more than ever before. [Beverly Hillbillies & shopping cart] (In Life, Oct. 4, 1963, p.2 of cover) Appl. author: Leo Burnett Co., Inc. © 20Oct63; KK176486.
- Today's way to get the honored goodness of rice. Rice Krispies. [Bananas, bowl of cereal & milk pouring] (In Life, June 28, 1963, p.39) Appl. author: Leo Burnett Co., Inc. © 26Jun63; KK174482.
- Today's way to get the honored goodness of rice. Rice Krispies. [Fruits around bowl of cereal, milk pouring from pitcher into bowl] (In Life, Aug. 2, 1963, p.6) Appl. author: Leo Burnett Co., Inc. © 31Jul63; KK175320.
- Why fuss with frying when you can corn-crisp chicken? Corn flake crumbs. [Chicken in basket] (In Ladies' home journal, Jan.-Feb. 1963, p.139) Appl. author: Leo Burnett Co., Inc. © 14Jan63; KK174484.
- Why so many folks are switching to a new kind of bran. Bran Buds. (In Reader's digest, June 1963, p.206) Appl. author: Leo Burnett Co., Inc. © 25May63; KK176069
- KELSEY, --.**
Music from the original motion picture sound track, Walt Disney's Pinocchio. See DISNEY (WALT) PRODUCTIONS.
- KEMP (C. M.) MANUFACTURING CO. ©**
Inert gas generators, dependable source of inert gas for chemical industries ... and in other applications. (Bulletin 1-108) © 1Aug63; KK175233.
- KENLIN ENTERPRISES, INC. ©**
Another plus feature, two way tilt mirror brackets. © 7Jul59; KK174324.
- KEY BROS. MANUFACTURING CO. ©**
Hickory charcoal basket, the all-in-one char-kit. Contents: 3 lbs., hardwood charcoal briquettes and igniter. © 22Jul63; KK175495.
- KEYBOARD JR. PUBLICATIONS, INC. ©**
American music, Keyboard Jr. recordings. Album AR-2. © 12Sep61; KK174368.
Norwegian music, Keyboard Jr. recordings. Album KPL-1. © 12Sep61; KK174369.
- KEYSTONE BAKERY, INC. ©**
Old-Time vitamin & mineral enriched bread. Net weight 1 lb. 2 ozs. Appl. author: Bill Bryant. © 15Jul63; KK174824.
- KIEKHAEFER CORP.**
MerCruiser success story: chapter II. (In The boating industry, Sept. 1963, p.129) Appl. author: Terry Rees. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 1Sep63; KK176474.
Mr. Boat Builder: new Quicksilver ride-guide wheel takes the blind spot out of boating. (In The Boating industry, Nov. 1963, p.93) Appl. author: Rick Sides. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 1Nov63; KK176945.
1964 MerCruisers first to bring full power to powerboating. (In The Boating industry, Oct. 1963, p.98-99) Appl. author: Rick Sides. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 1Oct63; KK176472.
The toughest little kid on the dock: the 1964 Merc 39. (In The Saturday evening post, Oct. 19, 1963, p.67) Appl. author: Terry Rees. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 19Oct63; KK176684.
2 ways to get ahead in outboarding. Mercury. (In St. Louis post dispatch, Aug. 2, 1963, p.7B) Appl. author: Terry Rees. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 2Aug63; KK175806.
Without Quicksilver accessories you're barely boating. (In Sea and Pacific motor boat, June 1963, p.20) Appl. author: Terry Rees. © Kiekhaefer Corp., subsidiary of Brunswick Corp.; 1Jun63; KK175202.
- KILHAM, PETER.**
Spring morning. See DROLL YANKEES, INC.
- KING-SEELEY THERMOS CO. ©**
Icy-Hot outing kits by Thermos, with Icy-Hot vacuum bottles for promotional pricing. © 22Jul63; KK175635.
- Keapsit outing kits by Thermos; Keapsit vacuum bottles by Thermos. Icy-Hot outing kits by Thermos; Icy-Hot vacuum bottles by Thermos. © 5Nov63; KK177382.
Outing kit by Thermos. (Outing kit display band) © 27Aug63; KK175634.
Packing family lunches. © 27Aug63; KK176113.
Shelf extender shipper display for Thermos wide mouth vacuum bottles. Order AS 9713. Catalog page. © 1Nov63; KK176893.
Thermos brand vacuum bottle corks for pints and quarts. Display no.9720. © 31Oct63; KK176665.
Thermos Convert-A-Vac server, converts to vacuum bottle. Instruction sheet. © 17Jun63; KK176112.
Thermos, foremost brand in outdoor living. Thermos camp lanterns and camp stoves. Catalog page. © 20Nov63; KK177675.
Thermos, foremost brand in outdoor living. (Thermos picnic jugs & ice chests) Catalog page. © 20Nov63; KK177674.
Thermos vacuum vessels for laboratory use. © 8Oct63; KK176114.
Vagabond by Thermos; picnic jugs, ice chests. Catalog page. © 20Nov63; KK177673.
- KINGSBERRY HOMES CORP. ©**
Anti-freeze promotion. Now you can offer Kingsburg value all-year-round with Kingsberry anti-freeze program. (In Practical builder, Sept. 1963, p.56A-B) © 27Aug63; KK175924.
The Belden. House B90-5B1. © 14Jun63; KK174461.
The Canton. House C90-5 1/2B1. © 14Jun63; KK174463.
The Darwin. House D90-5B1. © 14Jun63; KK174462.
The Dresden. House D13-9B1. © 18Jul63; KK175196.
The Evanston. House E22-1B. © 14Jun63; KK174466.
The Fulton. House F19-2 1/2B2. © 14Jun63; KK174465.
Kingsberry's value packed Stratford model wins Look magazine H. M. A. architectural design award. (In Practical builder, Dec. 1963, p.114a-114b) © 27Nov63; KK177642.
The Lowell. House L22-1B. © 14Jun63; KK174464.
The Regency. House R13-9B2. © 18Jul63; KK175197.
- KIRK (ROBERT) LTD. ©**
Swim trim this summer. (In The Wall Street Journal, May 7, 1963, p.5) © 7May63; KK174422.
- KITCHENS OF SARA LEE, INC. ©**
Sara Lee all butter apple Danish coffee cake. Net wt. 14 oz. NM: illus. & text. © 10Jul63; KK174719.
Sara Lee all butter chocolate brownies with chocolate icing. Net wt. 13 oz. NM: illus. & text. © 4May63; KK174721.
Sara Lee all butter cinnamon nut coffee cake. Net wt. 12 oz. NM: illus. & text. © 20Apr63; KK174723.
Sara Lee all butter pound cake. Net wt. 12 oz. NM: illus. & text. © 25May63; KK174728.
Sara Lee all butter yellow cake with chocolate fudge icing. Net wt. 14 oz. NM: illus. & text. © 4May63; KK174729.
Sara Lee beef casserole with vegetables & flaky crust. Net wt. 12 ozs. © 6May63; KK174496.

- Sara Lee chicken & noodles with vegetables au gratin. Net wt. 12 ozs. © 6May63; KK174497.
- Sara Lee chicken casserole with vegetables & flaky crust. Net wt. 12 ozs. © 6May63; KK174495.
- Sara Lee chicken with mushrooms and water chestnuts in a special sauce. Net wt. 7 ozs. © 6May63; KK174499.
- Sara Lee chocolate cake. Net weight 14 oz. NM: illus. & text. © 11May63; KK174720.
- Sara Lee chocolate swirl all butter cake. Net wt. 12 oz. NM: illus. & text. © 13Feb63; KK174722.
- Sara Lee cream cheese cake. Net wt. 11 oz. NM: illus. & text. © 1Jun63; KK174725.
- Sara Lee cream cheese cake. Net wt. 1 lb. 2 oz. NM: illus. & text. © 18May63; KK174724.
- Sara Lee fresh banana all butter cake with fresh banana icing. Net weight 15 oz. NM: illus. & text. © 4May63; KK174726.
- Sara Lee fresh orange all butter cake with fresh orange icing. Net weight 15 oz. NM: illus. & text. © 20Apr63; KK174727.
- Sara Lee seafood filets with shrimp and crab meat. Net wt. 10 ozs. © 6May63; KK174498.
- KLEIN PEST CONTROL CO. ©**
Formula 26, roach repellent for beverage cartons. © 16Aug63; KK175208.
- KLEISSLER (G. A.) CO. ©**
Unit dust separators. (Catalog no. 4-63) Appl. author: Edwin A. Kleissler, Sr. NM: pictorial material & revision. © 20May63; KK174751.
- KNOX GELATINE, INC. ©**
When customers ask: What can I do about my brittle, splitting fingernails? (In American hairdresser, Jan. 1961, p.139) Appl. author: Charles W. Hoyt Co., Inc. © 20Dec60 (in notice: 1961); KK175099.
- KORVETTE TIRE CENTERS.**
All Chicagoland is flocking to Korvette for sensational tire values. (In Chicago's Sunday American, July 14, 1963, p.48) © Korvette Tire Centers a.a.d.o. Tire Centers Corp.; 14Jul63; KK174985.
- All Chicagoland is saying it's E. J. Korvette for tires. Custom snow retreads, one price sale, one week only. (In Chicago American, Oct. 13, 1963, p.28) © Korvette Tire Centers a.a.d.o. Tire Centers Corp.; 13Oct63; KK177591.
- E. J. Korvette exclusive scoop; go in rain, slush, sleet, snow, ice. (In Sunday news, New York, Oct. 13, 1963, Central Jersey section, p.7N) © Korvette Tire Centers a.a.d.o. Blue Star Tire City Corp.; 13Oct63; KK176538.
- E. J. Korvette's biggest tire sale; nationally famous makes, all sizes, types & grades. (In Trenton Sunday times advertiser, Sept. 23, 1962, section 2, p.3) © Korvette Tire Centers a.a.d.o. Blue Star Tire City Corp.; 23Sep62; KK175809.
- E. J. Korvette's biggest tire sale; nationally famous makes, all sizes, types & grades. (In Trenton Sunday times advertiser, Oct. 7, 1962, section 2, p.5) NM: additions & revision. © Korvette Tire Centers a.a.d.o. Blue Star Tire City Corp.; 7Oct62; KK175808.
- Everybody's flocking to Korvette for tires at lower than low opening sales prices; all 29 Korvette stores celebrate ... at Scarsdale, N. Y. (In Sunday news, New York, Nov. 3, 1963, p.110-111) © Korvette Tire Centers a.a.d.o. Tire City Corp.; 3Nov63; KK177613.
- Expansion celebration. E. J. Korvette's department store of tires comes to Westchester. (In Sunday news, New York, Oct. 20, 1963, p.100-101) © Korvette Tire Centers a.a.d.o. Tire City Corp.; 20Oct63; KK176551.
- Korvette tire & auto centers get acquainted days. E. J. Korvette. (In Chicago heights star, July 28, 1963, p.7) © Korvette Tire Centers a.a.d.o. Tire Centers Corp.; 28Jul63; KK175269.
- Leave the important jobs to E. J. Korvette, shop in air-conditioned comfort while Korvette specialists safety-proof your car. (In Sunday news, Aug. 11, 1963, p.14) © Korvette Tire Centers a.a.d.o. Tire City Corp.; 11Aug63; KK175274.
- Nylon tire sale. (In Chicago Sunday sun-times, Sept. 8, 1963, section 2, p.16) © Korvette Tire Centers a.a.d.o. Tire Center Corp.; 8Sep63; KK175747.
- \$1,000,000 tire sale, snow or regular at same price. (In Sunday news, New York, Oct. 13, 1963, Queens-Long Island section, p.14) © Korvette Tire Centers a.a.d.o. Tire City Corp.; 13Oct63; KK176531.
- Spectacular nylon tire sale. (In Bristol daily courier, Sept. 3, 1963, p.12) © Korvette Tire Centers a.a.d.o. Blue Star Tire City Corp.; 3Sep63; KK175645.
- 3 grand openings; E. J. Korvette brings to Chicagoland ... Korvette tire & auto centers. (In Chicago sun-times, June 30, 1963, section 2, p.12-13) © Korvette Tire Centers a.a.d.o. Tire Centers Corp.; 30Jun63; KK174712.
- KRAMER, GENE.**
Save time, serve more patients better. See ROCKY MOUNTAIN METAL PRODUCTS CO.
- KUBIN, JACK.** See KUHN, LLOYD W.
- KUHN, LLOYD W.**
Fallacies and facts for KDK quick change tool holder users. © Lloyd W. Kuhn d.b.a. L. W. (Jack) Kuhn; 29May63; KK174919.

L

- LABORATORY FOR ELECTRONICS, INC. ©**
Electro-Matic magnetic vehicle detector, model MK. (Bulletin D-162A) NM: revisions. © 4Apr63; KK177163.
- Improved type R-1 cabinet. (Product notes, no.104) © 27Nov63; KK177265.
- Pedestrian interval timer, model PT-2. (Product notes, no.102) © 28Oct63; KK176690.
- Radar vehicle detector, model RDR-2. (Product notes, no.101) © 9Aug63; KK175308.
- Telecount. (Bulletin T240) © 17Jun63; KK174400.
- Traff-O-Matic, solid state, model T527RM, two-phase semi-actuated controller. Canada. (Bulletin C-500) © 25Aug63; KK175915.
- Transistorized printed circuit amplifier assembly boards for alternate replacement in PR local controllers. (Product notes, no.103) © 11Nov63; KK176946.
- LADS & LASSIES BILLIARD RECREATION CENTERS, INC. ©**
Own a Lads & Lassies billiard recreation center. © 10Sep63; KK176898.
- LADY JACQUELINE, INC. ©**
Shoe color. © 12Jul63; KK175001.
- LAKELAND GROCERY CO. ©**
Brimful orange soda. 12 fluid ozs. Appl. author: Michael J. McMahon. © 15Sep63; KK176389.
- Root beer, Brimfull. 12 fluid ozs. Appl. author: Michael J. McMahon. © 15Sep63; KK176027.
- LANDMARK. ©**
Behind every Landmark elevator; facilities. (In Successful farming, Ohio ed., Aug. 1963, p.68C) Appl. author: Robert Stailey. © 26Jul63; KK174794.
- Behind every Landmark elevator, formulation. (In Buckeye farm news, Sept. 1963, p.51) Appl. author: Robert Stailey. © 1Sep63; KK175683.
- Behind every Landmark elevator, people. (In Successful farming, Nov. 1963, p.88G) Appl. author: Robert Stailey. © 1Nov63; KK176771.
- Behind every Landmark elevator, research. (In Successful farming, Ohio ed., June 1963, p.44C) Appl. author: Robert Stailey. © 1Jun63; KK174370.
- LANOLIN PLUS.**
Rrrr, rrrrrrrrrr, red for real. Color Plus. (In Vogue, Sept. 1961, p.91) © Lanolin Plus, division of Hazel Bishop, Inc.; 15Aug61; KK175191.
- LANTZ (WALTER) PRODUCTIONS, INC. ©**
Flannel board play with Woody Woodpecker and his friends. 6076:100. 35 easy-on, easy-off pieces. Authorized ed. Saalfeld. © 24May63; KK176900.
- Preschool picture puzzles. Sleeve carton. 7490:100. Four thick inlaid puzzles. Authorized ed. Saalfeld. © 16May63; KK175953.
- Woody Woodpecker's art gallery; paint by number pictures in various sizes. 6077:100. Authorized ed. Saalfeld. © 9May63; KK175954.
- LARGE (M.) DESIGNER. ©**
Decor-accent designer panels. Appl. author: Phillip M. Large. © 15Oct63; KK177068.
- LASSITER.** See RIEGEL PAPER CORP.
- LEAF BRANDS, INC. ©**
Play ball with official Play Ball cello wrapped bubble gum. 120 count. © 29Mar62; KK174642.
- LEES (JAMES) & SONS CO. ©**
Are you going to buy wool carpet? Who made it? (In Good housekeeping, Oct. 1963, p.23) Appl. author: Doyle Dane Bernbach, Inc. © 30Sep63; KK176414.
- If you don't buy the best carpet you can afford, watch your step. (In McCall's, Oct. 1963, p.38) Appl. author: Doyle Dane Bernbach, Inc. © James Lees & Sons Co., a division of Burlington Industries; 30Sep63; KK176508.
- A pretty face can fool you in carpets, too. (In House & garden, Oct. 1963, p.115) Appl. author: Doyle Dane Bernbach, Inc. © James Lees & Sons Co., a division of Burlington Industries; 30Sep63; KK176510.

LEES (JAMES) & SONS CO.-Con.

You spend too much money on a carpet to make these mistakes. (In Better homes & gardens, Oct. 1963, p.48) Appl. author: Doyle Dane Bernbach, Inc. © James Lees & Sons Co., a division of Burlington Industries; 30Sep63; KK176509.

LEEWOOD CORP. ©

Mr. Stair Wear, self adhering stair tread. Appl. author: Irving Leon Schwarz. © 31Jul63; KK174842.

Mr. Welcome doormat. RN 33280. Appl. author: Irving Leon Schwarz. © 31Jul63; KK174840.

New amazing hi-density polyfoam gem tread, self adhering stair tread. Appl. author: Irving Leon Schwarz. © 3Sep63; KK175598.

Welcome heavy molded, safety ribbed doormat. Appl. author: Irving Leon Schwarz. © 31Jul63; KK174841.

LEHIGH VALLEY INDUSTRIES, INC. SIGNAL-STAT CO.

Automotive flasher location finder and application selector. © Signal-Stat Co., a division of Lehigh Valley Industries, Inc. (In notice: Signal-Stat Co.); 29Oct63; KK177200.

LEHN & FINK PRODUCTS CORP. ©

To control cost of positive disinfecting and efficient cleaning. Tergisyl detergent-disinfectant. (In The Modern hospital, July 1963, p.105) Appl. author: Robert E. Wilson, Inc. © 8Jul63; KK174641.

LEHN & FINK PRODUCTS CORP. PROFESSIONAL DIVISION.

Staph newsletter. Series with significant suggestions for controlling cross infections. (In Hospital management) Appl. author: Robert E. Wilson, Inc. © Lehn & Fink Products Corp., Professional Division (in notice: L & F) 25. © 8Jul63; KK174564.
26. © 20Aug63; KK175373.
27. © 20Oct63; KK177045.

To the O. R. supervisor from L & F. Instrument germicide. (In Hospital management, Oct. 1963, p.15) Appl. author: Robert E. Wilson, Inc. © Lehn & Fink Products Corp., Professional Division (in notice: L & F); 20Sep63; KK176596.

LEKAS & DRIVAS, INC. ©

Aristocratic brand fillo strudel leaves. Net wt. 1 lb. © 18Apr62; KK175182.

LEVER, ABRAHAM WOLF WILLIAM. ©

The tree of life, Fig-N-Grape Lax. © 29Jul63; KK175008.

LEVER BROS. CO. ©

Marriage of the year. Imperial flavor and corn oil goodness. Imperial margarine. (In Good housekeeping, Nov. 1963, p.153) Appl. author: Foote, Cone & Belding. © 19Oct63; KK176980.

Save 7¢, Imperial the flavor margarine now in Minnesota. (In Winona, Minnesota news, Sept. 4, 1963, p.5) Appl. author: Foote, Cone & Belding. © 4Sep63; KK176979.

Something besides summer has arrived in Minnesota, it's Imperial, the flavor margarine. Sunburst. (In Winona daily news, July 9, 1963, p.10) Appl. author: Foote, Cone & Belding. © 9Jul63; KK174914.

LEVI, LEON. See LEVI (LEON) INC.

LEVI (LEON) INC.

A Leon Levi exclusive, the new Endurable 18-kt. solid gold mountings; whiter and brighter. (In News-post, Baltimore, Sept. 20, 1963, p.14A) © Leon Levi whose full corporate name is Leon Levi, Inc.; 20Sep63; KK176393.

The new Endurable 18-kt. solid gold, whiter and brighter. Diamond rings. (In News-post, Baltimore, Oct. 4, 1963, p.12A) © Leon Levi, Inc. (in notice: Leon Levi); 4Oct63; KK176546.

LEWIS (TILLIE) FOODS, INC. ©

Calories do count but for people who insist ... we proudly offer the only gold medal winning, low calorie foods. (In The Evening bulletin, Philadelphia, Apr. 23, 1963, p.55) © 23Apr63; KK174401.

LIBBEY-OWENS-FORD GLASS CO. ©

This is the open world of L. O. F. glass; sitting on top of the world. (In The Saturday evening post, July 27-Aug. 3, 1963, p.16) Appl. author: Robert C. Blumer. © 23Jul63; KK174831.

This is the open world of L. O. F. glass, young minds find more room to grow here. Illus.: includes Loy Norrix High School, Kalamazoo, Mich. (In The Saturday evening post, Sept. 14, 1963, p.40-41) Appl. author: Robert C. Blumer. © 10Sep63; KK175917.

LILY-TULIP CUP CORP. ©

Bunny design, no.2, Lily Nestrite tub. [Alternating Easter eggs & comic rabbit's head] © 10Dec62; KK174327.

Creamed cottage cheese with fruit salad added. No.1716S. © 2Aug63; KK176568.

Fish bait design. [Boy lying on bank of stream fishing] No.16EFL6. © 1Aug63; KK175149.

Flavored cottage cheese with chive added. [Bowl of fresh vegetables & vegetables scattered around bowl] No.1716S. © 2Aug63; KK175150.

Flavored cottage cheese with garden salad. [Bowl of fresh cut vegetables & whole fresh vegetables] No.1716S. © 19Jul63; KK175148.

Flavored cottage cheese with pineapple. [Sections, chunks & a whole pineapple] No.1716S. © 19Jul63; KK175152.

Frozen strawberry design, no.1717S, Lily Nestrite container. [Upright basket of strawberries & strawberries spilling from tilted basket] © 10May62; KK174325.

King-Scoop ice milk. [Domed building & pavilion] (King-Scoop design, no.18125) © 8Jul63; KK176497.

Large curd salad design. [Servings of cottage cheese with various fruits & vegetables] No.1716S. © 31Jul63; KK175147.

Santa design. [Alternating Santa & Christmas tree designs] No.2. © 27Jun63; KK175153.

Small curd salad design. [Dishes of cottage cheese sprinkled with chives, fruit & olives] No.1712S. © 28Jun63; KK175151.

Snowflake design, no.195, Lily big drink container. © 11Apr61; KK174329.

Trick or treat design, no.5, Lily Nestrite tub. © 13Apr62; KK174326.

Tulip design, no.1257, Lily broad base cold drink cup. © 13Sep60; KK174328.

LINCO PRODUCTS CORP. ©

Ammonia, clear. Contents: full quart. Appl. author: McKinley H. Sauer. © 2Jul63; KK175923.

Buffer action Linco bleach. Net weight 1 lb. Appl. author: Lawrence F. Crowley. NM: revision. © 29Apr63; KK176177.

LINTON MANUFACTURING CO., INC. ©

Prestige woodwinds. © 18Jul63; KK176549.

LIQUOR CO. OF AMERICA.

Edgard Remy and Cie's Napoleon brand French brandy. © Liquor Co. of America, division of Imported Brands, Inc.; 1Jul63; KK176282.

Royal Warrant, blended Scotch whisky. © Liquor Co. of America, division of Imported Brands, Inc.; 12Jun63; KK176283.

LITTLE CROW MILLING CO., INC. ©

New exciting cereal, Malt Wheat. Net weight 1 lb. 5 1/2 ozs. © 20Aug63; KK175849.

LOFT CANDY CORP. ©

Season's greetings. Loft's. With bell. 1 1/2 pounds net weight; if 2 layers, 3 pounds net weight. © 30ct63; KK176384.

LONDON RECORDS, INC. ©

Ossie Davis, Bernard Waltzer and Page Productions present Frederick O'Neal ... in Ballad for Birmingham. AM 48002. © 2Dec63; KK177314.

LONG (W. E.) CO., IBC. ©

Look-a-round for new Holsum Gold 'n Round bread. (In The Patriot, Harrisburg, Pa., July 9, 1963, p.14) © 9Jul63; KK177159.

LONGLIFE FISH FOOD PRODUCTS.

Aqua-Age; instantly converts tap water into month old water. © Longlife Fish Food Products, division of Sterno Industries, Inc.; 7Nov60; KK175764.

Turtle eye saver. No.246. © Longlife Fish Food Products, division of Sterno Industries, Inc.; 3Sep62; KK175765.

LONGLIFE FISH FOOD PRODUCTS CO.

Aquarium supplies. © Longlife Fish Food Products Co., division of Sterno Industries, Inc.; 26Aug63; KK175939.

LORILLARD (P.) CO. ©

The cigarette that made the filter famous; it's true, Kent's enormous rise in popularity ... really put momentum to the trend toward filter cigarettes. (In Nebraska State medical journal, Sept. 1961, p.53-A) © 20Sep61; KK174374.

Lorillard research makes the difference. Old Gold spin filters. (In Progressive grocer, Oct. 1961, p.27) © 10ct61; KK174669.

You'll feel better about smoking with the taste of Kent. [Engineer smoking cigarette] (In Ebony, Feb. 1961, p.19) © 20Jan61; KK174372.

You'll feel better about smoking with the taste of Kent. Girl holding cigarette. (In Ebony, Aug. 1961, p.5) © 20Jul61; KK174373.

Your taste buds will tell you why you'll feel better about smoking with the taste of Kent. Bicycle couple. (In Sports illustrated, Apr. 16, 1962, p.2 of cover) © 16Apr62; KK177602.

Your taste buds will tell you why you'll feel better about smoking with the taste of Kent. (In Metropolitan Opera programs) © 10ct61; KK175568.

- LOWE (JOE) CORP. ©
Announcing the 1963 Popsicle public safety program. Appl. author: Arnold M. Storf. © 3May63; KK175130.
Go for prizes, go for more sales of Sicle frozen confections. Appl. author: Arnold M. Storf. © 30Mar63; KK175129.
- LUXOR LIGHTING PRODUCTS, INC. ©
More light, where you need it; BR-40 reflector bulb. © 21Jun63; KK174396.
The story behind Luxor superiority: Aging the lamps. © 8Nov63; KK177189.
The story behind Luxor superiority: baking the tubes. © 18Oct63; KK176646.
The story behind Luxor superiority: fluorescent basing. © 1Nov63; KK176872.
The story behind Luxor superiority, phosphor coating. © 11Oct63; KK176479.
The story behind Luxor superiority; phosphor firing. © 27Sep63; KK176402.
The story behind Luxor superiority! Rigid quality control. © 15Nov63; KK177060.
The story behind Luxor superiority: sealing the tubes. © 25Oct63; KK176647.
The story behind Luxor superiority; washing the tubes. © 4Oct63; KK176401.
- M**
- MSA ADVERTISING, INC.
Confide. Rock Hill's confidential 4-hour sale. Appl. author: Michael Schwartz. © MSA a.a.d.o. MSA Advertising, Inc.; 10Apr63; KK174879.
- MCCLURE'S. See MCLURE'S DEPT. STORES, INC.
- MCCLURE'S DEPT. STORES, INC.
Q.: You did say come as you are? (In The Nashville Tennessean, Aug. 6, 1963) © McClure's a.a.d.o. McClure's Dept. Stores, Inc.; 6Aug63; KK177629.
- MCCORMICK & CO., INC. ©
Chives. 1/4 oz. net wt. © 5Aug63; KK175653.
Food colors with drop control. (Assorted food colors) 4 vials, 1/4 fl. oz. ea. © 30Nov63; KK177320.
Schilling creamy rich cheese sauce mix. 1 1/2 ozs. net wt. © 7May63; KK175814.
Schilling curry sauce mix. 1 1/2 ozs. net wt. © 7May63; KK175815.
Schilling meat loaf seasoning. 1 1/2 ozs. net wt. © 7May63; KK175812.
Schilling tuna casserole sauce mix. 1 1/2 ozs. net wt. © 7May63; KK175813.
Schilling veal scallopini sauce mix. 1 1/2 ozs. net wt. © 7May63; KK175811.
- MCCRORY CORP. ©
Peacock brand 64, non-toxic crayons. © 25Mar63; KK174732.
- MCDANIEL, WILLIAM S. See PANKY-HANKY CO.
- MCGOWN (PEARL K.) INC. ©
Dear HookKraTtsman. © 15Jun63; KK174503.
© 15Sep63; KK176912.
© 15Oct63; KK176913.
- MCILHENNY CO. ©
Add excitement to ground beef, add Tabasco. (In Everywoman's family circle, Nov. 1962, p.16) Appl. author: Knox Reeves-Fitzgerald Advertising. © 16Oct62; KK174571.
The art of seasoning ground beef. Tabasco. (In McCall's magazine, Oct. 1963, p.8) Appl. author: Knox Reeves-Fitzgerald Advertising. © 24Sep63; KK176013.
The art of seasoning ground beef. Tabasco, the original liquid pepper seasoning. (In Sunset, Nov. 1963, p.171) Appl. author: Knox Reeves-Fitzgerald Advertising. © 25Oct63; KK176775.
- MCKESSON & ROBBINS, INC. ©
Fond of things Italiano? Try a sip of Galliano. Paintings. (In Sports Illustrated, June 17, 1963, p.71) © 13Jun63; KK175304.
Fond of things Italiano? Try a sip of Galliano. Sculptures. (In Newsweek, July 1, 1963, p.41) © 25Jun63; KK175305.
- MAGIC WAND CORP. ©
Wiggle Darts, the safest dart game ever. 6 magic Wiggle Darts in every game. No. 901:100. © 18Apr62; KK174371.
- MAGUIRE (WALTER) CO., INC. ©
Emeri-Epox for surfacing new floors, for resurfacing old floors. © 15Aug63; KK175521.
- MAID-EASY CLEANSING PRODUCTS CORP. ©
Removes grime, restores shine, Maid-Easy copper cleaner. © 15Jul63; KK177752.
- MAIDENFORM, INC. ©
I dreamed I cheered the team in my Maidenform bra. Emphasis. (In Glamour, Aug. 1963, p.10) Appl. author: Norman, Craig & Kummel, Inc. © 18Jul63; KK174760.
I dreamed I painted the town red in my Maidenform bra. Sweet music. (In Seventeen, Sept. 1963, p.23) Appl. author: Norman, Craig & Kummel, Inc. © 27Aug63; KK175652.
I dreamed I took the cue in my Maidenform bra. Chansonette. (In McCall's, Sept. 1963, p.19) Appl. author: Norman, Craig & Kummel, Inc. © 20Aug63; KK176210.
I dreamed I was wild in the West in my Maidenform bra. Undertone. (In Seventeen, Aug. 1963, p.17) Appl. author: Norman, Craig & Kummel, Inc. © 30Jul63; KK175120.
Maidenform unleashes the wildcats, the most untamed, uninhibited young sportswear that ever pounced into the water. Swimwear. (In Women's wear daily, Sept. 4, 1963, p.34-35) Appl. author: Norman, Craig & Kummel, Inc. © 4Sep63; KK177193.
One good stretch deserves another. Day Dreams with new custom-curved straps that stretch; Sweet Music with non-rippling smooth-stretch straps. (In Women's wear daily, Dec. 12, 1963, p.28-29) Appl. author: Norman, Craig & Kummel, Inc. © 12Dec63; KK177692.
Read all about the most comfortable bra ever invented. New Day Dreams by Maidenform. (In Life, Sept. 20, 1963, p.28) Appl. author: Norman, Craig & Kummel, Inc. © 20Sep63; KK176909.
This new Maidenform girdle can't ride up or pull down because this action insert moves as you move. Con-certina girdle. (In Glamour, Aug. 1963, p.15) Appl. author: Norman, Craig & Kummel, Inc. © 18Jul63; KK174759.
- Who says cats don't love the water? The Wildcats do. Sportswear-to-swim-in by Inge. (In Women's wear daily, Oct. 2, 1963, p.19) Appl. author: Norman, Craig & Kummel, Inc. © 20Oct63; KK176961.
The Wildcats are here, the most untamed, uninhibited young sportswear that ever pounced into the water. (In Women's wear daily, Oct. 16, 1963, p.26-27) Appl. author: Norman, Craig & Kummel, Inc. © 16Oct63 (in notice: 1964); KK176960.
Wildcats are worth waiting for. Sportswear-to-swim-in by Inge. (In Women's wear daily, Sept. 25, 1963, p.22-23) Appl. author: Norman, Craig & Kummel, Inc. © 25Sep63; KK176959.
- MAIER (OTTO) VERLAG.
Annelie. See BRADLEY (MILTON) CO.
- MAIRE, JOHN MARK. ©
Volkswagen. Business card. © 10Mar63; KK174848.
Volkswagen. Business card. © 1Jun63; KK174847.
- MAJESTIC DRUG CO., INC. ©
No more gray hair. Youthair. © 17Jul63; KK176174.
- MANHEIM MANUFACTURING & BELTING CO. ©
Now, super MVS belt offers double service life on variable speed drives up to 15 hp. Appl. author: Foltz-Wessinger, Inc. © 11Dec63; KK177534.
V-belt installation directions. Manheim Twistlink. Appl. author: Foltz-Wessinger, Inc. © 19Sep63; KK175858.
- MAPSCO PRODUCTS, INC. ©
Flat drain cleaner. © 19Jul63; KK174731.
Plastic Lead Seal, metal base. No. 8012. One quart U. S. measure. © 21Nov63; KK177114.
- MARADEL PRODUCTS, INC. ©
Now, fabulous fragrance gifts, free from Tiz. (In Modern beauty shop, Aug. 1963, p.76-77) Appl. author: Kastor Hilton Chesley Clifford & Atherton, Inc. © 26Jul63; KK175367.
- MARATHON.
Always A Treat ice cream. © Marathon, division of American Can Co.; 15Sep60; KK174933.
Always A Treat ice cream; chocolate. © Marathon, division of American Can Co.; 15Sep60; KK174934.
Always A Treat ice cream; vanilla. © Marathon, division of American Can Co.; 15Sep60; KK174935.
Arden vanilla ice cream. One half gallon. © Marathon, div. of American Can Co.; 15Sep61; KK176537.
Ardsley butter pecan ice cream. Net contents one half gallon liquid. © Marathon, division of American Can Co.; 15Sep61; KK174954.
Ardsley vanilla ice cream. Net contents one half gallon liquid. © Marathon, division of American Can Co.; 15Sep61; KK174955.
Bridgeman; black cherry ice cream. One half gal. liq. © Marathon, division of American Can Co.; 15Sep61; KK174956.
Bridgeman; chocolate ice cream. One half gal. liq. © Marathon, division of American Can Co.; 15Sep61; KK174958.

MARATHON.-Con.

- Bridgeman; strawberry ice cream. Half gal. liq. © Marathon, division of American Can Co.; 15Sep61; KK174957.
- Brookside ice cream; cherry vanilla. One half gallon liquid. © Marathon, division of American Can Co.; 31Dec59; KK174965.
- Brookside ice cream; chocolate. One half gallon liquid. © Marathon, division of American Can Co.; 31Dec59; KK174969.
- Brookside ice cream; coffee. One half gallon liquid. © Marathon, division of American Can Co.; 31Dec59; KK174966.
- Brookside ice cream; neapolitan. One half gallon liquid. © Marathon, division of American Can Co.; 31Dec59; KK174967.
- Brookside ice cream; strawberry. One half gallon liquid. © Marathon, division of American Can Co.; 31Dec59; KK174968.
- Brookside ice cream; vanilla. One half gallon liquid. © Marathon, division of American Can Co.; 31Dec59; KK174971.
- Brookside ice cream; vanilla fudge. One half gallon liquid. © Marathon, division of American Can Co.; 31Dec59; KK174970.
- Flav-o-rite strawberry ice cream. One half gallon. © Marathon, division of American Can Co.; 15Sep61; KK174929.
- French Broad black sweet cherry ice cream. One half gallon liquid. © Marathon, division of American Can Co.; 15Jul61; KK174960.
- French Broad butter pecan ice cream. One half gallon liquid. © Marathon, division of American Can Co.; 15Jul61; KK174959.
- French Broad chocolate ice cream. One half gallon liquid. © Marathon, division of American Can Co.; 15Jul61; KK174961.
- French Broad neapolitan ice cream. One half gallon liquid. © Marathon, division of American Can Co.; 15Jul61; KK174962.
- French Broad vanilla ice cream. One half gallon liquid. © Marathon, division of American Can Co.; 15Jul61; KK174964.
- Home ice cream; neapolitan. One half gallon liquid. © Marathon, division of American Can Co.; 15Jul62; KK174978.
- Isaly's french vanilla ice cream. One half gallon. © Marathon, division of American Can Co.; 15Jul62; KK174979.
- Kroger pasteurized process cheese spread. Net. wt. 2 lbs. © Marathon, division of American Can Co.; 1Jul63; KK175527.
- Lilly date nut ice cream. One half gallon. © Marathon, division of American Can Co.; 15Jul62; KK174932.
- Old Time chocolate ice cream. One half gallon. © Marathon, division of American Can Co.; 15Sep60; KK174937.
- Old Time neapolitan ice cream. One half gallon. © Marathon, division of American Can Co.; 15Sep60; KK174936.
- Old Time vanilla ice cream. One half gallon. © Marathon, division of American Can Co.; 15Sep60; KK174938.
- Park Club rainbow sherbet. One half gallon. © Marathon, division of American Can Co.; 15Sep61; KK174977.
- Pevely ice cream; butter crunch. Half gallon liquid. © Marathon, division of American Can Co.; 31Dec61; KK174972.
- Pevely ice cream; chocolate. Half gallon liquid. © Marathon, division of American Can Co.; 31Dec61; KK174976.
- Pevely ice cream; chocolate sundae. Half gallon liquid. © Marathon, division of American Can Co.; 31Dec61; KK174974.
- Pevely ice cream; neapolitan. Half gallon liquid. © Marathon, division of American Can Co.; 31Dec61; KK174975.
- Pevely ice cream; vanilla. One half gallon liquid. © Marathon, division of American Can Co.; 31Dec61; KK174963.
- Pevely super test butter pecan ice cream. One half gallon liq. © Marathon, division of American Can Co.; 15Jul62; KK174973.
- Polly Meadows cherry lime sherbet. Half gallon liquid. © Marathon, division of American Can Co.; 15Sep61; KK174930.
- Purity ice cream; butterscotch marble. One half gallon. © Marathon, division of American Can Co.; 15Sep61; KK174939.
- Roundy's butter pecan ice cream. One half gallon. © Marathon, division of American Can Co.; 31Dec59; KK174947.
- Roundy's custard ice cream. One half gallon. © Marathon, division of American Can Co.; 31Dec59; KK174951.
- Roundy's neapolitan ice cream. One half gallon. © Marathon, division of American Can Co.; 31Dec59; KK174952.
- Roundy's vanilla ice cream. One half gallon. © Marathon, division of American Can Co.; 31Dec59; KK174953.
- Schoep's ice cream; butter pecan. One half gallon. © Marathon, division of American Can Co.; 15Sep61; KK174941.
- Schoep's ice cream; french vanilla. One half gallon. © Marathon, division of American Can Co.; 15Sep61; KK174940.
- Slimline by Brookshire ice milk; vanilla. One half gallon liquid. © Marathon, division of American Can Co.; 31Dec59; KK174931.
- Weingarten's Sweet Cream brand ice cream; chocolate. Half gal. liq. © Marathon, division of American Can Co.; 15Jul62; KK174943.
- Weingarten's Sweet Cream brand ice cream; strawberry. Half gal. liq. © Marathon, division of American Can Co.; 15Jul62; KK174942.
- Weingarten's Sweet Cream brand ice cream; vanilla. Half gal. liq. © Marathon, division of American Can Co.; 15Jul62; KK174944.
- Yummy ice cream; butter pecan. One half gallon liquid. © Marathon, division of American Can Co.; 31Dec59; KK174946.
- Yummy ice cream; chocolate marshmallow. One half gallon liquid. © Marathon, division of American Can Co.; 31Dec59; KK174950.
- Yummy ice cream; chocolate sundae. One half gallon liquid. © Marathon, division of American Can Co.; 31Dec59; KK174949.
- Yummy ice cream; New York cherry. One half gallon liquid. © Marathon, division of American Can Co.; 31Dec59; KK174948.
- Yummy rainbow sherbet. One half gallon liquid. © Marathon, division of American Can Co.; 31Dec59; KK174945.
- MARGHAB (EMILE) INC. © Andante by Marghab, important new design ... on off-white, rough textured Marcasual fabric of pure linen. [Place mat & napkin] © 24Aug63; KK175359.
- Boudoir pillow by Marghab, the plume. [Place mat] © 24Aug63; KK175355.
- Cocktails by Marghab, fringe. [Napkins] © 24Aug63; KK175350.
- Cocktails by Marghab, zebra. [Napkins] © 24Aug63; KK175351.
- Fleur de lys by Marghab, white embroidery ... on white linen. [Place mat & napkin] © 24Aug63; KK175358.
- Handkerchiefs by Marghab, fern. © 24Aug63; KK175356.
- Handkerchiefs by Marghab, marlace. © 24Aug63; KK175352.
- Marlace by Marghab, embroidered with jewel-like delicacy. [Napkin & round place mats] © 24Aug63; KK175353.
- Round cloth set by Marghab, Florentine. [Table cloth & napkins] © 24Aug63; KK175354.
- Round set by Marghab, sculptured drama. [Place mat & napkin] © 24Aug63; KK175357.
- Towels by Marghab, rose tree. © 24Aug63; KK175349.
- Towels by Marghab, simplicity. © 24Aug63; KK175348.
- MARK III ENTERPRISES, INC. © Announcements. Contains 40 birth Announcements. Net weight 1 pound. © 16Sep63; KK176321.
- Treatmints. Contains 24 Treatmints and many laughs. Net weight 9 ozs. © 9Oct63; KK177160.
- MARKET STUDIES, INC. © What every investor should know about risk-controlled speculation. (In St. Louis post-dispatch, Oct. 27, 1963, p.15) Appl. author: D. Peter Bowles. © 27Oct63; KK176810.
- MARKET TIRES CO. OF MARYLAND. © At last, all tires guaranteed on a cost per mile basis. (Guarantees and advertising) (In The Washington post, Apr. 1, 1963, p.A18-A19) © 1Apr63; KK174618.
- MARLAND, FREDRIC. See F. M. PRODUCTS.
- MARTIN, J. D. Decor. Oranges. © Martin Ranch also d.b.a. J. D. Martin & J. D. Martin Ranch; 20Jun63; KK174518.
- Vigor California oranges. NM: additions. © Martin Ranch also d.b.a. J. D. Martin & J. D. Martin Ranch; 11May63; KK174695.
- MARTIN (J. D.) RANCH. See MARTIN, J. D.
- MARTIN RANCH. See MARTIN, J. D.
- MARTIN'S. © You don't have to cross the river for a glimpse of Europe as evidenced here with two of our great imported Italian knits. (In New York world telegram & sun, Aug. 14, 1963, p.B7) © 14Aug63; KK175146.
- You don't have to cross the river for a great education of great back-to-school fashion. [Packer Institute in background] (In New York herald tribune, Aug. 18, 1963, section 11, p.5) © 18Aug63; KK175250.
- You don't have to cross the river for a great education or great college fashion. Illus. includes Heger Hall at Hofstra University. (In New York journal-American, Aug. 21, 1963) © 21Aug63; KK176088.
- You don't have to cross the river for a great education or great college fashions. (In New York journal-American, July 28, 1963, p.10) © 28Jul63; KK175326.

- You don't have to cross the river for fur bearing animals or far-from-fur coats. (In New York Times, Aug. 18, 1963, p.14) © 18Aug63; KK175249.
- You don't have to cross the river for great bridal fashions. Illus.: includes Martin's bridal salon. (In New York Herald Tribune, June 23, 1963, p.5) © 23Jun63; KK175935.
- You don't have to cross the river for great bridal fashions. Illus.: includes Martin's bridal salon. (In The New York Times, June 23, 1963, p.14) © 23Jun63; KK175823.
- You don't have to cross the river for great bridal fashions. (In Newsday, July 15, 1963, p.21) © 15Jul63; KK175515.
- You don't have to cross the river for great bridal fashions. (In World Telegram & Sun, July 24, 1963, p.B2) © 24Jul63; KK175199.
- You don't have to cross the river for great colleges or great college fashion. (In New York Journal American, Aug. 14, 1963) © 14Aug63; KK175145.
- You don't have to cross the river for great dining or great fashion. (Gage and Tollner's restaurant in background) (In New York World Telegram & Sun, Aug. 21, 1963, p.B2) © 21Aug63; KK175641.
- You don't have to cross the river for great dining or great fashion. Illus.: includes Gage and Tollner's. (In The New York Times, June 30, 1963, p.14) © 30Jun63; KK175936.
- You don't have to cross the river for great fashion. Illus.: includes Brooklyn Bridge. (In The New York Times, June 16, 1963, p.14) © 16Jun63; KK175822.
- You don't have to cross the river for great fun or fun fashion. Illus.: includes Prospect Park Zoo. (In New York Herald Tribune, June 30, 1963, p.5) © 30Jun63; KK175821.
- You don't have to cross the river for great fun or fun fashion. [Prospect Park Zoo in background] (In New York Post, Aug. 21, 1963, p.24) © 21Aug63; KK175639.
- You don't have to cross the river for great schools or great back-to-school fashion. (In New York Journal-American, Aug. 11, 1963) © 11Aug63; KK175567.
- You don't have to cross the river for great schools or great back-to-school fashion. (In New York World Telegram and Sun, Aug. 14, 1963, p.B8) © 14Aug63; KK175382.
- You don't have to cross the river for great schools or great back-to-school fashion. [Poly Prep Country Day School in background] (In New York Post, Aug. 21, 1963, p.25) © 21Aug63; KK175638.
- You don't have to cross the river for great schools or great back-to-school fashions. Illus. includes Garden City High School. (In Newsday, Aug. 13, 1963, p.7M) © 13Aug63; KK175829.
- You don't have to cross the river for great sportswear. (In New York Journal American, July 14, 1963, p.13) © 14Jul63; KK175514.
- You don't have to cross the river for great summer theatre or great young junior fashions. (In New York Journal-American, July 24, 1963) © 24Jul63; KK175200.
- You don't have to cross the river for historical spots of interest or young junior separates that make history. Illus.: includes Hunting-
- You don't have to cross the river, young man. [Adelphi University in background] (In Newsday, Aug. 21, 1963, p.34) © 21Aug63; KK175640.
- You don't have to cross the river, young man, for great colleges or great back-to-college fashion. (In New York Journal-American, Aug. 21, 1963) © 21Aug63; KK175512.
- MARYELLA. ©
Doll design. Appl. author: Mary Ella Warren. © 30Sep63; KK177584.
- MASAL CO., INC. ©
Modern toy watch; moving hands. Appl. author: Max Saalheimer. © 30Oct63; KK176696.
- Ticksie-Timer, synchronized; have fun and play, learn time the easy way. Both hands move separately for real time setting. Appl. author: Max Saalheimer. © 30Oct63; KK176695.
- MASSON (PAUL) VINEYARDS. ©
Ways with wine; a cook book, a drink book. NM: rev. © 15Aug63; KK175365.
- MATTEL, INC. ©
Barbie and Ken jigsaw puzzle. Malt shop. No.4604. 100 piece. © 18Jun63; KK174921.
- Barbie and Ken jigsaw puzzle. Wishing well. No.4604. 100 piece. © 18Jun63; KK174922.
- Barbie sings; 6 terrific teenage tunes sung by Barbie and Ken. Charlotte Austin & Bill Cunningham. © 27Mar61; KK175094.
- MATTHEWS, JANE. See WALBRIDGE, RUTH M.
- MAYO-REESE CO., INC. ©
Introducing Medacton antiseptic professional breath deodorant. Appl. author: T. M. Seller. © 14Jun63; KK174624.
- MELARD MANUFACTURING CORP. ©
Jet-aerator; stop splash. No.101. Merchandising card. Appl. authors: Sidney J. Shames & Harold Shames. © 4Oct62; KK174981.
- Jet-aerator; stop splash. No.131. Merchandising card. Appl. authors: Sidney J. Shames & Harold Shames. © 4Oct62; KK174982.
- Mister Twister, drain cleaning tool in self-storing canister. Model 1761. Merchandising card. Appl. authors: Sidney J. Shames & Harold Shames. © 6Nov62; KK175607.
- Mister Twister toilet cleaning tool. Don't panic if your toilet overflows. Model 1781. Merchandising card. Appl. authors: Sidney J. Shames & Harold Shames. © 20Feb63; KK175608.
- Super-jet aerator; stops splash. Model no.150-N. Merchandising card. Appl. authors: Sidney J. Shames & Harold Shames. © 19Jun62; KK174983.
- Super-jet swivel aerator makes dish-washing easy. Model no.145-N. Merchandising card. Appl. authors: Sidney J. Shames & Harold Shames. © 22Jun62; KK174980.
- MELNOR INDUSTRIES, INC. ©
Big Melnor deal packs 50% profit, buy 5 no.880's, get 1 free. Lawn sprinkler. © 20Sep63; KK176051.
- Forged Century Sheffield stainless steel; the first garden products ever guaranteed for 100 years. © 30Sep63; KK176466.
- A full line of Melnor ... garden sprayers. New, Melnor's profit building garden sprayer deal. © 20Sep63; KK176055.
- Lawn sprinklers and gardening aids, 1964. © 20Sep63; KK176277.
- Melnor makes you trigger happy, this deal is loaded with 45% dealer profit. Hose nozzles. © 20Sep63; KK176050.
- A Melnor product for every size lawn, for every price range. Free revolving sprinklers from Melnor, 50% profit for early birds. © 20Sep63; KK176053.
- A Melnor product for every size lawn, for every price range. Free revolving sprinklers from Melnor, 43% profit for early birds. © 20Sep63; KK176054.
- New Melnor hose reels and hangers. It's new, it's 44.5% high-profit. © 20Sep63; KK176052.
- Oscillating sprinklers. 3 free bonus items boost profit to 49.7%. © 20Sep63; KK176056.
- Oscillating sprinklers. 2 free bonus items boost profit to 43.8%. © 20Sep63; KK176057.
- MELROSE DISTILLERS CO. ©
Hallmark of quality. Rare 12 year old whiskey. (In New York Times, July 26, 1963, p.26) © 26Jul63; KK175897.
- Rare hallmark of quality. Melrose Rare 12. Melrose Gin. (In Baltimore Colts official program, Sept. 15, 1963, p.50) © 15Sep63; KK177199.
- MEMBRINO, HERCULES. See HERCALLEYCE SALES CO.
- MERCURY FLOOR MACHINES, INC. ©
Parts list for Hercules floor machines. Appl. author: Godfrey Cohen. © 15Jul63; KK175067.
- MERIDAN LABORATORY, INC. ©
Rotocon, type MSD, flange mounted mercury-wetted rotary conductor. Appl. author: Carlo H. Krause. © 15Aug63; KK177750.
- MERRIAM (G. & C.) CO. ©
New, start the school year right with Webster's seventh new collegiate dictionary. (In The Atlantic, Sept. 1963, p.121) © 23Aug63; KK175528.
- New vocabulary quiz based on Webster's seventh new collegiate dictionary. © 23Aug63; KK175478.
- What to give America's first family, your family; A Merriam-Webster. Webster's seventh new collegiate dictionary. © 10Oct63; KK176096.
- MERRY-GO-ROUND. See FORD (SHERMAN) JR., PRODUCTIONS.
- METRO-GOLDWYN-MAYER, INC. ©
Dr. Kildare jigsaw puzzle, over 600 interlocking pieces. 4318. Milton Bradley Co. Emergency. © 20Nov62; KK174660.
- We are going to call him Jimmy. © 20Nov62; KK174661.
- MEYERS (A. C.) & CO., INC. ©
Crown hat whimsie by Dori; this handy stand will keep your hat in perfect condition. Appl. author: A. C. Meyers. © 1Aug63; KK175469.
- MILLER BREWING CO. ©
Enjoy life, drink Miller High Life for the fun of it. (In Chicago defender, July 13, 1963, p.2) Appl. author: C. A. Mathisson. © 13Jul63; KK174730.

MILLER BREWING CO.-Con.

Enjoy life with Miller High Life. Glass, bottle, corn. (In Field & stream, July 1963, p.19) Appl. author: C. A. Mathisson. © 26Jun63; KK175010.

Enjoy life with Miller High Life. Glass can, corn. (In San Jose mercury, July 1, 1963, p.39) Appl. author: C. A. Mathisson. © 1Jul63; KK176578.

Enjoy life with Miller High Life, the champagne of bottle beer. Cheese, glass, can. (In Yachting, July 1963, p.17) Appl. author: C. A. Mathisson. © 28Jun63; KK174643.

Enjoy life with Miller High Life; the champagne of bottle beer. [Party scene] (In Look, Oct. 22, 1963, p.66) Appl. author: C. A. Mathisson. © 10Oct63; KK176323.

MILWAUKEE ELECTROMAGNETICS. ©

Symbol. [Triangle within circle, magnet, weight & hourglass] Appl. author: Bernard R. Budny. © 9Oct63; KK176513.

MINNEAPOLIS STAR & TRIBUNE CO. ©

The new face of the upper Midwest. Guthrie. (In Saturday review, June 1, 1963, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 28May63; KK174645.

The new face of the upper Midwest. Schjeldahl. (In Format, Apr. 1963) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Apr63; KK175385.

On June 6, 1963, this picture in the Minneapolis Star reached nearly 7 out of 10 homes in the Minneapolis area. (In Advertising age, Sept. 23, 1963, p. 43) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23Sep63; KK176492.

What makes a newspaper great? She read and reduced. [Endorsed by Mrs. Alvin Baadsgaard] (In Advertising age, May 6, 1963) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 6May63; KK174646.

MINNESOTA MINING & MANUFACTURING CO.

Cracked notes in your aria? Then bargain recording tape's no bargain. Scotch. (In High Fidelity magazine, Apr. 1963, p.16) © Minnesota Mining & Manufacturing Co. (3M Co.); 25Mar63; KK175036.

Down; the deeper you explore the more you need the accurate sensitivity of Scotch brand tapes or belts. (In Geophysics, Feb. 1963, p.32) © Minnesota Mining & Manufacturing Co. (3M Co.); 31Jan63; KK175098.

Hang it, stack it, however you use it, the new Storette tape rack's a good deal, only \$6.95 with Scotch professional recording tapes. (In Industrial photography, May 1963, p.47) © Minnesota Mining & Manufacturing Co. (3M Co.); 5May63; KK175034.

Hang it, stack it, however you use it, the new Storette tape rack's a good deal, only \$6.95 with Scotch professional recording tapes. (In The Nation's schools, May 1963, p.183) © Minnesota Mining & Manufacturing Co. (3M Co.); 20Apr63; KK175035.

Harry, things to fix Saturday. Scotch plastic tape. (In Green Bay press-gazette, May 19, 1963, p.13) © 19May63; KK175333.

Inspiring words are worth hearing again on Scotch brand recording tape. (In Your church, Apr.-May-June 1963, p.9) © Minnesota Mining & Manufacturing Co. (3M Co.); 1Apr63; KK175031.

ton Historical Society Museum. (In Newsday, July 26, 1963, p.10) © 26Jul63; KK175816.

Long play never had it so long; new, triple the length on a 7" reel. Scotch brand recording tape. (In Hi-Fi stereo review, June 1963, p.79) © Minnesota Mining & Manufacturing Co. (3M Co.); 21May63; KK175029.

Long play never had it so long; new, you can offer triple the length on a 7" reel. Scotch brand recording tape. (In Discount store news, May 20, 1963, section 2, p.236) © Minnesota Mining & Manufacturing Co. (3M Co.); 20May63; KK175033.

Scotch brand magic mending tape; good, better, best. (In Family circle, July 1963, p.97) © Minnesota Mining & Manufacturing Co. (3M Co.); 16Jul63; KK175037.

The tape with the built-in duster; first as a matter or record, Scotch brand instrumentation tapes. (In Aviation week, Mar. 11, 1963, p.251) © Minnesota Mining & Manufacturing Co. (3M Co.); 8Mar63; KK175030.

This fabric ... treated with Scotchgard brand stain repeller. © 8Apr63; KK175259.

Why view on a screen what they'll see on the tube? Scotch. (In Television magazine, June 1963, p.87) © Minnesota Mining & Manufacturing Co. (3M Co.); 1Jun63; KK175032.

MIPRO METAL PRODUCTS CO. ©

Flamishy Mipro Chucksack, flameproof disposable polyethylene liner. © 16May63; KK176502.

MR. DIGGITY OF AMERICA, INC. ©

Mr. Diggity presents Mr. Diggity hot dogs. © 25Jun63; KK175516.

MRS. LELAND'S KITCHENS. ©

Old-fashioned candies, Jingle Bells, gayly wrapped Christmas candy. Net weight: 6 1/2 ounces. © 26Jul63; KK175366.

MOLLY CORP. ©

New Molly hooks. Appl. author: Vernon Fraenkel. © 15May63; KK175113.

Screw anchors. Bathroom. Size no.4-MS. Appl. author: Vernon Fraenkel. © 15May63; KK175115.

Screw anchors. Kitchen. Size no.4-S. Appl. author: Vernon Fraenkel. © 15May63; KK175116.

Screw anchors. Living room. Size no.4-L. Appl. author: Vernon Fraenkel. © 15May63; KK175114.

MOLSBERRY CO. ©

Butz 50-RD, 50 to 500 head ranch-designed Uni-Matic Feed-Flo percentage plant. Appl. author: C. F. Butz Engineering. © 14Sep63; KK175920.

MONET JEWELERS. ©

Memories for sale. Mementos by Monet. (In Seventeen, Sept. 1963, p.74) © 29Aug63; KK175629.

MOOG INDUSTRIES, INC. ©

Chassis chart, under-car parts; 1963. Appl. author: Hubert Calmus Moog. © 3Jul63; KK175680.

MOORE (BENJAMIN) & CO. ©

Benjamin Moore paints; paint a [chair] (In American home, Apr. 1963, p.86) Appl. author: Monroe F. Dreher, Inc. © 19Mar63; KK175944.

Benjamin Moore paints; paint a [house] (In Better homes & gardens, May 1963, p.36) Appl. author: Monroe F. Dreher, Inc. © 16Apr63; KK175943.

Benjamin Moore paints; paint a [table] (In American home, May 1963, p.4) Appl. author: Monroe F. Dreher, Inc. © 23Apr63; KK175942.

You can sense the expectation. Paints. Illus.: Signed: Stevan Dohanos. (In House & garden, Mar. 1962, p.111) Appl. author: Monroe F. Dreher, Inc. © 20Feb62; KK176097.

MOORE, KENNETH J. ©

Lucky X-tra Dimensions, picture background for your aquarium. Plastic bag container. © 15Aug63; KK176222.

MOORES (H. C.) CO. ©

Have you tried new, improved Pream in your coffee? (In Family circle, July 1963, p.64) Appl. author: Benton & Bowles, Inc. © 18Jun63; KK175045.

MOREAU, JOSEPH A. ©

The original Strip-Off; Strip-Off is a sturdy, practical device for quickly, conveniently and safely removing the metal sealing strip from containers. © 15Sep63; KK176588.

MORPHY-RICHARDS, INC. ©

Approved installation instructions, Astral L/P gas refrigerators for trailer coaches, campers, mobile homes. © 12Aug63; KK175058.

MORRELL (JOHN) & CO. ©

Have a carefree holiday barbecue and get a free box of Kleenex table napkins with Morrell Pride ham. (In Life, Aug. 23, 1963, p.9) Appl. author: John W. Shaw Advertising, Inc. © 23Aug63; KK175375.

New pack with sliding tray. Pride bacon. (In Life, Jan. 27, 1961, p.R2) © 27Jan61; KK174928.

Pick a slice, any slice, as long as it's Morrell. Morrell Pride ham; slice 'n eat ham. (In Buffalo evening news Dec. 19, 1963, section 1, p.14) Appl. author: John W. Shaw Advertising, Inc. © 19Dec63; KK177760.

We'll pay you 25¢ to try Morrell Pride wieners and Heinz relish. (In Des Moines tribune, July 18, 1963, p.20) Appl. author: John W. Shaw Advertising, Inc. © 18Jul63; KK175179.

MORRELL (JOHN) & CO. PET FOODS DIVISION.

Chicago pet owners: if your name is here, you've won a prize, free Enchantress nylons. Red Heart Pet foods. (In Chicago tribune, Aug. 15, 1963, section 2, p.6) Appl. author: John W. Shaw Advertising, Inc. © John Morrell & Co., Pet Foods Division (in notice: John Morrell & Co.); 15Aug63; KK175526.

MORRELL (JOHN) & CO. RED HEART CAT FOOD DIVISION. ©

Free box, new Kitty Krumpets, dry cat food, best cat news since catnip. (In Buffalo evening news, Sept. 12, 1963, section II, p.36) Appl. author: John W. Shaw Advertising, Inc. © 12Sep63; KK176030.

Hey, cats, free box of new Kitty Krumpets. (In The Baltimore sun, May 16, 1963, p.10-F) Appl. author: John M. Shaw Advertising. © 16May63; KK174880.

- Most exciting taste since catnip; new Kitty Krumpets. (In The Baltimore sun, June 5, 1961, p.11) Appl. author: John W. Shaw Advertising, Inc. © 5Jun63; KK174881.
- MORRELL (JOHN) & CO. RED HEART PET FOODS.** ©
Free, 6,000 pairs of nylons for Chicagoland from Red Heart Pet Foods. (In Chicago daily news, Aug. 1, 1963, p.23) Appl. author: John W. Shaw Advertising, Inc. © 1Aug63; KK175065.
- MORRIS (PHILIP) INC.** ©
More than new, it's timely, too! New Charcon/smooth Saratoga. (In The Denver post, Oct. 8, 1963, p.48) Appl. author: Benton & Bowles, Inc. © 8Oct63; KK177040.
Paxton, humiflex plastic pack, new team of filters back-to-back. Menthol cigarettes. (In TV guide, Oct. 5, 1963, p.4 of cover) Appl. author: Benton & Bowles, Inc. © 20Oct63; KK177039.
World's first. Paxon, first menthol cigarette to meet the challenge. (In The Saturday evening post, June 8, 1963, p.4 of cover) Appl. author: Benton & Bowles, Inc. © 4Jun63; KK175046.
- MORSLY HANDKERCHIEF CO.** ©
Carry-all doll. No.7-41. Appl. author: Stephen M. Levy. © 19Feb63; KK174575.
- MORSLY HANDKERCHIEF CO., INC.** ©
Maid dolls; style no.T-14 1/4. Nurse dolls; style no.T-12. Appl. author: Stephen M. Levy. © 18Feb63; KK174675.
- MORTON MANUFACTURING CO.** ©
Whether they're early birds or night owls, your customers are being sold on Chap-ans and Chap Stick from crack of dawn to midnight. Hugh Downs & Johnny Carson. (In Chain store age, grocer's manual issue, mid-July 1963, p.180) Appl. author: L. C. Gumbinner Advertising Agency. © 15Jul63; KK175194.
- MORTON MANUFACTURING CORP.** ©
For the millions of Chap Stick users, sensational, limited quantity, promotion. (In Drug topics, Aug. 26, 1963, p.26-27) Appl. author: L. C. Gumbinner Advertising Agency. © 26Aug63; KK175752.
- MORTON MANUFACTURING CORP. CHAP STICK CO.**
A nurse's hands need nursing, medicated Chap-ans helps heal chapped hands while they're working. (In RN, Oct. 1963, p.13) Appl. author: L. C. Gumbinner Advertising Agency. © Chap Stick Co., division of Morton Mfg. Corp.; 10Oct63; KK177164.
- MOUNT HOPE MACHINERY CO.** ©
Mount Hope Machinery Company, Ltd., opens Lindsay, Ontario, plant. Web control news, v.3P, no.12. (In Pulp and paper magazine of Canada, July 1963, p.58. Quebec) © 22Jul63; KK175587.
Mount Hope Machinery Company, Ltd., opens Lindsay, Ontario, plant. Web control news, v.3T, no.7. (In Canadian textile journal, July 5, 1963, p.40. Montreal) © 5Jul63; KK175586.
- MOUNTAIN CRAFT CO.** ©
Genuine leaf in copper, hand made in Utah. © 23Aug63; KK175694.
- MULLER (AL) & ASSOCIATES, INC.** ©
Pac-toy, the package that becomes an exciting action toy. [Fisherman] Appl. author: Alfred S. Muller. © 15Aug63; KK175347.
Pac-toy, the package that becomes an exciting action toy. [Lion] Appl. author: Alfred S. Muller. © 15Aug63; KK175346.
Pac-toy, the package that becomes an exciting action toy. [Toucan] Appl. author: Alfred S. Muller. © 15Aug63; KK175345.
- MULTI-CRAFT CO.**
Pet walker. © George Hoffman & Dora M. Hoffman d.b.a. Multi-Craft Co.; 5Apr63; KK174707.
- MYERS.**
The game of Farmer in the dell. See WHITMAN PUB. CO.

N

- NABISCO.** ©
Back-to-school idea: pack fun in their lunch with Nabisco cookies. Chipits. (In Life, Sept. 6, 1963) Appl. author: McCann-Erickson, Inc. © 3Sep63; KK177254.
Nothing tops these luscious Nabisco cookies, nothing but rich, sweet chocolate-y goodness. Chocolate covered sugar wafers. (In Life, Nov. 8, 1963) Appl. author: McCann-Erickson, Inc. © 5Nov63; KK177256.
Summer parties in seconds with Kraft cheese spreads & Nabisco snacks. (In Ladies' home journal, June 1963, p.44-45) Appl. author: McCann-Erickson, Inc. © 23May63; KK174845.
Tight as a clam, the dependable moisture proof stack pack. Premium saltine crackers. (In Life, July 5, 1963) Appl. author: McCann-Erickson, Inc. © 2Jul63; KK174846.
- NATHAN, FERNAND.**
Allo, j'epelle. See BRADLEY (MILTON) CO.
Au pays de cocagne. See BRADLEY (MILTON) CO.
- NATION-WIDE SAVINGS CERTIFICATES, INC.** ©
\$1.00, dollar, certificate. © 18Oct63; KK177599.
- NATIONAL ADVERTISING SPECIALTIES.** ©
Never wash paint pans again; use convenient, no mess, heavy duty disposable covers. No.70 made especially for 7 inch pans & rollers. Appl. author: Morris Greenman. © 24Oct63; KK177528.
- NATIONAL BAKERS SERVICES, INC. ELAM MILLS.**
Elam's natural wheat germ. Net weight 1 lb. 4 ozs. © Elam Mills, a division of National Bakers Services, Inc.; 29Aug63; KK175610.
- NATIONAL BENEFIT LIFE INSURANCE CO.** ©
Believe it or not, here is a bargain with no gimmicks. (A-7-60-3) NM: revisions & additions. © 1Jul60; KK174873.
Now, from our accident division. (A 1060-80) NM: revisions. © 27Oct60; KK174872.
Now, from our accident division. (A 10-60-42-IE) NM: revisions & additions. © 27Apr62 (in notice: 1960); KK174876.
Now, from our accident division you get \$1,000 cash a month. (In Dallas morning news, Aug. 14, 1962, section 3, p.6) NM: revision & additions. © 14Aug62; KK174877.
- Now, from our accident division you get \$1,000 cash a month. (In Mooae, Nov. 1961, p.7) NM: revisions & additions. © 15Oct61; KK174878.
A regular monthly income at retirement age, or other benefits may be coming to you. (A 11-60-34) NM: revisions & additions. © 30Jan61 (in notice: 1960); KK174874.
A regular monthly income at retirement age, or other benefits may be coming to you. (A 10-60-63) NM: revisions & additions. © 28Feb61 (in notice: 1960); KK174875.
- NATIONAL BISCUIT CO.** ©
The most spirited, new breakfast in years. Nabisco Team flakes, a delicious 4 grain blend. (In Life, Sept. 27, 1963, p.R3) © 23Sep63; KK176597.
Parties a la carte, guests make their own, on Nabisco snacks. Sociables. (In Life, Feb. 8, 1963) Appl. author: McCann-Erickson, Inc. © 5Feb63; KK174698.
- NATIONAL BREWING CO.** ©
Colt 45 malt liquor. 12 fl. ozs. © 1May63; KK176029.
- NATIONAL DAIRY PRODUCTS CORP.** ©
Sealtest Chipnics homogenized potato chips. Net wt. 3.6 oz. © 20Aug63; KK177179.
- NATIONAL PRESTO INDUSTRIES, INC.** ©
Presto. Does anyone on your street have the white one yet? (In American home, Nov. 1963, p.3 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Oct63; KK176563.
Presto. Imagine, pot roast from start to serving quicker than heating a frozen dinner. (In Ladies' home journal, Oct. 1963, p.97) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24Sep63; KK176560.
Presto. Now they can hardly wait to follow the dentist's orders. (In Ladies' home journal, Nov. 1963) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Oct63; KK176564.
Presto. Which triplet wears the Presto? Hair dryer. (In Redbook magazine, Oct. 1963, p.15) Appl. author: Batten, Barton, Durstine & Osborn. © 19Sep63; KK176561.
Presto, one sure way to cut ironing work. (In American home, Oct. 1963, p.65) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Sep63; KK176559.
Presto, steamingest iron of all; steams longest, steams all over. (In The American home, Apr. 1962, p.60) © 15Apr62; KK176869.
- NATIONAL SHOES, INC.** ©
Valu Pride shoes. © 19Sep63; KK176278.
- NEIMAN-MARCUS.** ©
The animal kingdom of Maisonette. (In The Dallas morning news, Sept. 10, 1963, section 4, p.3) © 10Sep63; KK176825.
The animal kingdom of N-M. (In The Houston post, Oct. 13, 1963, section 9, p.1) © 13Oct63; KK176813.
Bask in beaver. (In The Dallas morning news, Sept. 20, 1963, section 4, p.1) © 20Sep63; KK176823.
Blond minks have more fun. (In The Dallas morning news, Sept. 22, 1963, section 6, p.2) © 22Sep63; KK176822.

- Christmas pad. 100 half sheets.
© 10Oct63; KK176866.
- Explore the fur life. (In The Dallas morning news, Aug. 27, 1963, section 4, p.18) © 27Aug63; KK176827.
- Fashion exposition, 1963; no wonder minks want to be N-M. (In The Dallas morning news, Sept. 9, 1963, section 4, p.16) © 9Sep63; KK176826.
- The first-run furs of 1964. (In The Dallas morning news, Sept. 30, 1963, section 4, p.18) © 30Sep63; KK176831.
- Fun to be around, more fun to be wearing; N-M furs live with roaring speed. A stand-out in any crowd. (In The Houston post, July 14, 1963, section 9, p.4) © 14Jul63; KK176815.
- Fun to be around, more fun to be wearing; N-M furs live with roaring speed. (In The Houston post, July 14, 1963, section 9, p.4) © 14Jul63; KK174896.
- Gala, 1963; the world dims before its brilliance. The splendor of white mink makes entrances spectacular and sublime. (In The Houston post, Sept. 15, 1963, section 9, p.5) © 15Sep63; KK176816.
- Go mink meandering at N-M. (In The Dallas morning news, Sept. 4, 1963, section 4, p.16) © 4Sep63; KK176828.
- How pastel mink has changed. (In The Dallas morning news, Sept. 18, 1963, section 4, p.16) © 18Sep63; KK176824.
- Itinerary for adventurous mink. (In The Dallas morning news, Aug. 19, 1963, section 4, p.16) © 19Aug63; KK175543.
- The light fantastics, a brilliant breed that captures new importance; see it here in our pale blonde moonstone dyed otter jacket. (In The Houston post, Sept. 26, 1963, section 5, p.22) © 26Sep63; KK176817.
- The little black mink. (In The Dallas morning news, Oct. 27, 1963, section 6, p.2) © 27Oct63; KK176829.
- Mink can be so logical. (In The Houston post, Aug. 4, 1963, section 11, p.6) © 4Aug63; KK175040.
- N-M's exceptional mink, 1195.00. (In The Dallas morning news, July 22, 1963, section 4, p.1) © 22Jul63; KK174895.
- The new fur life. N-M furs, 1963 ... grandeur of a black dyed Russian broadtail lamb cape 5975.00. (In Fort Worth star-telegram, Aug. 11, 1963, section 3, p.11) © 11Aug63; KK175228.
- The new fur life ... opulence of empress chinchilla. (In The Dallas morning news, Aug. 11, 1963, section 6, p.3) © 11Aug63; KK175227.
- The new fur life ... sleek sophistication of natural leopard 6500.00. (In The Houston post, Aug. 11, 1963, section 9, p.4) © 11Aug63; KK175226.
- Personal significance of N-M furs. (In The Dallas morning news, Aug. 21, 1963, section 4, p.16) © 21Aug63; KK175544.
- Run for fur shelter. (In Fort Worth star telegram, July 28, 1963, section 4, p.9) © 28Jul63; KK175530.
- Sense and sophistication; spirited jackets combine both in black dyed American broadtail processed lamb. (In The Dallas morning news, Sept. 25, 1963, section 4, p.2) © 25Sep63; KK176830.
- Social species; fun to be around, more fun to be wearing, N-M furs. (In Fort Worth star telegram, July 14, 1963, section 4, p.1) © 14Jul63; KK174894.
- The spirited furs. (In Fort Worth star telegram, Aug. 18, 1963, section 2, p.12) © 18Aug63; KK175542.
- Swiss fortnight; avalanche of eyelash; deep in N-M mink. (In The Dallas morning news, Oct. 23, 1963, section 4, p.3) © 23Oct63; KK176819.
- Swiss fortnight; comes the revelation: rain-furs. (In The Dallas morning news, Oct. 20, 1963, section 6, p.3) © 20Oct63; KK176820.
- Swiss fortnight; instant change-over, or, where did that jaguar go. (In The Dallas morning news, Oct. 17, 1963, section 4, p.2) © 17Oct63; KK176821.
- Swiss fortnight; Swissair or sleigh, go sable. (In The Dallas morning news, Oct. 14, 1963, section 4, p.3) © 14Oct63; KK176818.
- There's a place for you here. How the gilet has changed. (In The Houston post, Sept. 3, 1963, section 3, p.17) © 3Sep63; KK176814.
- This is your year for mink. (In The Dallas morning news, Aug. 8, 1963, section 4, p.16) © 8Aug63; KK175229.
- Unleashed; watch them go, furs with speed of spirit. (In The Dallas morning news, July 7, 1963, section 8, p.8) © 7Jul63; KK174897.
- NELSEN STEEL & WIRE CO. ©
Green Garde. (Product bulletin, research report no.111-2) © 15Sep63; KK175866.
- NESTLE CO., INC. ©
First came Toll House cookies, then Toll House marble squares, now it's Toll House cupcake from the cookin' cousins, Nestle's chocolate & Diamond walnuts. (In Successful farming, Nov. 1963, p.80) Appl. author: McCann-Erickson, Inc. © 15Oct63; KK177260.
- Free tea; this jar absolutely free, nothing to buy. Instant Nestea. (In Good housekeeping, Feb. 1962, p.51) Appl. author: McCann-Erickson, Inc. © 1Feb62; KK176724.
- Light up the holidays with Nestle's festive treats loaded into easy-to-make gift boxes. Butterscotch Toll House morsels. (In The Reader's digest, Nov. 1963) Appl. author: McCann-Erickson, Inc. © 21Oct63; KK177253.
- NEUBER, ADOLPH. See AMISH FARM & HOUSE.
- NORDBERG MANUFACTURING CO. ©
Multiple opening heated platen presses for the production of chipboard. (Bulletin 326) © 11Jun63; KK175093.
- NORHIL PRODUCTS CO.
No Jack, the spare with a flare, complete emergency tire inflator and sealant for tube or tubeless tires. Net wt. 16 oz. © Norhil Products Co., a co-partnership whose sole owners are Norm Weiss & Philip Roche; 9Sep63; KK176592.
- NORTHERN FISH SURVEY CO.
Braggin' board. © Richard W. Bressler d.b.a. Northern Fish Survey Co.; 7Sep63; KK177632.
- NORTHWEST PAPER CO. ©
Mountie and Indian guide mounted by large tree. Carlton bond. July 1963. Illus.: Signed: A. Friberg. © 27Jun63; KK174436.
- Mountie bringing in villain. Carlton bond. Sept. 1963. © 28Aug63; KK175937.
- Mountie, dogsled, and guide. Northwest Pedigreed Papers. Jan. 1964. Illus.: Signed: A. Friberg. © 13Nov63; KK177059.
- Mountie holds up husky pup, Indian boy watches. Carlton bond. Illus.: Signed: A. Friberg. © 3Dec63; KK177390.
- Mountie points to homestead land. Carlton bond. © 26Dec63; KK177759.
- NORTHWESTERN MUTUAL LIFE INSURANCE CO. ©
Financial planning; life insurance. Wife insurance. Folder. © 5Aug63; KK175788.
- NOVELSPRAY CO. ©
Belly button remover ... Instant panic. (Six novelty labels) © 2Jan63; KK175797.
- NOXZEMA CHEMICAL CO. ©
At last, a Cover Girl complexion so natural you can't believe it's make-up. (In McCall's, Mar. 1962, p.131) Appl. author: Sullivan, Stauffer, Colwell & Bayles. © 20Feb62; KK175756.
- You loved Cover Girl liquid, you raved about Cover Girl pressed powder, now get set to go mad over Cover Girl's latest, new Cover Girl face powder. (In McCall's, Mar. 1962, p.71) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 20Feb62; KK175757.
- NUGGET. See NUGGET RECORDS.
- NUGGET RECORDS.
Nugget. © Nugget a.a.d.o. Nugget Records; 4Oct63; KK177596.
- OMC BOATS.
Fun boats, goes to beat the band. 17 dual deluxe. (In Asbury Park evening press, Feb. 15, 1963, p.A-15) © OMC Boats, a division of Outboard Marine Corp.; 15Feb63; KK174376.
- Once again every OMC Boats franchise is worth more because we've now added an outboard model, the new OMC 1700C. (In The Boating industry, July 1963, p.113) © OMC Boats, a division of Outboard Marine Corp.; 1Jul63; KK174601.
- This is the boat that likes people, even non-boaters. (In Arkansas democrat, Apr. 5, 1963, p.20) © OMC Boats, a division of Outboard Marine Corp.; 5Apr63; KK174448.
- Why 3 noses? (In The Oregon journal May 31, 1963, p.4M-3) © OMC Boats, a division of Outboard Marine Corp.; 31May63; KK174600.
- OHAUS SCALE CORP. ©
Precision balances and weights for science and industry. Appl. authors: William G. Ohaus & Robert L. Preston. © 1Apr63; KK176275.
- OHIO BRASS CO. ©
O-B series IV, type MPR station class Dynagap lightning arresters. (Publication no.1551-H) © 23May63; KK174703.

OHIO NUT & BOLT CO. ©

These are Ohio weld fasteners, they can help you reduce your costs and simplify manufacture. Appl. author: John T. Doheny. © 13Sep63; KK175810.

OHIO WIRE SPRING CO. ©

Ready tie hanger; clip it on, hang it up. Appl. author: P. E. Van Horn, Sr. © 15Jul63; KK174714.

OHRBACH'S, INC. ©

Are you a candidate for a new coat? (In New York times, Nov. 3, 1963, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 3Nov63; KK177456.

Come on in. We won't bite. (In New York Sunday times, Nov. 17, 1963, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 17Nov63; KK177297.

Come to Ohrbach's tomorrow and you too will say: Who needs wholesale? (In Newark star ledger, Nov. 10, 1963, p.42) Appl. author: Doyle Dane Bernbach, Inc. © 10Nov63; KK177299.

Don't let your neighbor get the buys that were meant for you, rush to Ohrbach's anniversary party. (In Newark star ledger, Oct. 15, 1963, p.6-7) Appl. author: Doyle Dane Bernbach, Inc. © 15Oct63; KK176675.

If she's the devil to shop with, bring her to Ohrbach's. (In Newark news, Oct. 27, 1963, p.35) Appl. author: Doyle Dane Bernbach, Inc. © 27Oct63; KK177547.

If she's the devil to shop with, bring her to Ohrbach's. (In The New York times, Sept. 11, 1963, p.L38) Appl. author: Doyle Dane Bernbach, Inc. © 11Sep63; KK176631.

Our next customer. (In The New York times, Oct. 8, 1963, p.L12) Appl. author: Doyle Dane Bernbach, Inc. © 8Oct63; KK176636.

Paris is at Ohrbach's now. (In The New York times, Sept. 15, 1963, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 15Sep63; KK176686.

Paris; Ohrbach's; not till Sept. 16. (In The New York times, Sept. 8, 1963, p.L53) Appl. author: Doyle Dane Bernbach, Inc. © 8Sep63; KK177548.

So who skis? (In New York times, Dec. 1, 1963, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 1Dec63; KK177455.

This year, be one of the boys. (In The New York times, Aug. 18, 1963, L-51) Appl. author: Doyle Dane Bernbach, Inc. © 18Aug63; KK176526.

We have clothes for very tall kids. (In New York times, Nov. 4, 1963, p.8) Appl. author: Doyle Dane Bernbach, Inc. © 4Nov63; KK177298.

We regret to inform you your school stuff is ready at Ohrbach's. (In The New York times, Aug. 25, 1963, p.L-51) Appl. author: Doyle Dane Bernbach, Inc. © 25Aug63; KK176527.

Who needs wholesale? If you think you do, stop a minute. (In Newark Sunday news, Oct. 6, 1963, p.44) Appl. author: Doyle Dane Bernbach, Inc. © 6Oct63; KK176634.

Who needs wholesale? If you think you do, we've got a question. (In Newark Sunday news, Oct. 13, 1963, p.16) Appl. author: Doyle Dane Bernbach, Inc. © 13Oct63; KK176685.

Who needs wholesale? (In Newark Sunday news, Sept. 8, 1963, section 1, p.22) Appl. author: Doyle Dane Bernbach, Inc. © 8Sep63; KK176369.

Who needs wholesale? Maybe you've thought about wholesale. (In Newark Sunday news, Sept. 29, 1963, p.38B) Appl. author: Doyle Dane Bernbach, Inc. © 29Sep63; KK176632.

Who needs wholesale? Who indeed? (In Newark Sunday news, Sept. 15, 1963, p.45) Appl. author: Doyle Dane Bernbach, Inc. © 15Sep63; KK176630.

You'll get more than you bargained for. (In The New York times, Sept. 3, 1963, p.L-28) Appl. author: Doyle Dane Bernbach, Inc. © 3Sep63; KK176528.

OIL STATES RUBBER CO. ©

Hydra-Pig, hydraulic paraffin wiper; continuously wipes hydro-carbon deposits from sucker rod and tubing. © 15Sep63; KK176359.

OLD COLONY GAS & OIL CO. ©

Frogs and freedom. Illus. signed: Henriksen. (In North Minneapolis post, Nov. 21, 1963, p.5) © 21Nov63; KK177098.

A great American patriot. Illus.: The late Hon. Joseph R. McCarthy. Signed: Henriksen. (In North Minneapolis post, Sept. 19, 1963, p.6) © 19Sep63; KK175846.

The world's supply of crude oil. (In North Minneapolis post, Aug. 8, 1963, p.3) © 8Aug63; KK175184.

OLD HICKORY MANUFACTURING CO. ©

Your appearance is our business. © 10Oct63; KK177639.

OLGA CO ©

Be free as a bird; panty-slip. (In Seventeen, Oct. 1963, p.184) Appl. author: Mary Jane Thompson. © 10Oct63; KK176774.

The brief with the real tummy control. (In Glamour, Oct. 1963, p.178) Appl. author: Mary Jane Thompson. © 20Sep63; KK176187.

Let's fashion your figure. (In Seventeen, Nov. 1963, p.76) Appl. author: Mary Jane Thompson. © 1Nov63; KK177401.

Some things in nature are naturally slim. Others are Suddenly Slim. (In Harper's bazaar, Sept. 1963; p.122) Appl. author: Geyer, Morey, Ballard. © 1Sep63; KK176237.

Two gifts in one; panty-slip. (In Vogue, Nov. 15, 1963, p.76) Appl. author: Mary Jane Thompson. © 1Nov63; KK177400.

Whee, suddenly slim. By the First Lady of under-fashions. (In Harper's bazaar, Mar. 1962, p.96) Appl. author: Kenyon, Eckhardt Adv. Agency. © 1Mar62; KK176000.

OLSON RUG CO. ©

America's finest reversible broadloom. [Endorsed by Dinah Shore] (In The American home, winter 1963, p.26-27) Appl. author: Arthur W. Prussing. © 28Dec62; KK174801.

The beautiful all new Olson rug & carpet catalog is yours free for the asking. [Endorsed by Dinah Shore] Folder. Appl. author: Arthur W. Prussing. © 12Feb63; KK174813.

Broadloom magic by Olson, America's finest reversible rugs, carpeting. [Endorsed by Dinah Shore] (In Ladies' home journal, Jan.-Feb. 1963, p.92) Appl. author: Arthur W. Prussing. © 7Jan63; KK174808.

Dinah Shore says: Olson rugs are lovelier than ever, I have them in my home. (In The Workbasket, Feb. 1963, p.59-62, insert) Appl. author: Arthur W. Prussing. © 14Jan63; KK174811.

Free, all new Olson rug and decorating catalog. (In Modern bride, spring 1963, p.200) Appl. author: Arthur W. Prussing. © 21Jan63; KK174809.

Free, all new Olson rug and decorating catalog. [Two people on rug] (In Better homes & gardens, Feb. 1963, p.115) Appl. author: Arthur W. Prussing. © 18Jan63; KK174802.

Free Olson rug book in actual color. [Endorsed by Dinah Shore] (In Eagle, Feb. 1963, p.4 of cover) Appl. author: Arthur W. Prussing. © 29Jan63; KK174805.

Free Olson rug book in actual color. (In St. Anthony messenger, Feb. 1963, p.4 of cover) Appl. author: Arthur W. Prussing. © 30Jan63; KK174810.

Free Olson rug book in full colors. [Endorsed by Dinah Shore] (In Catholic home messenger, Feb. 1963, p.4 of cover) Appl. author: Arthur W. Prussing. © 7Feb63; KK174803.

I can save you lots of money on broadloom rugs, carpeting. Folder. Appl. author: Arthur W. Prussing. © 2Apr63; KK174812.

Luxurious Olson reversible broadloom at factory-to-you savings. [Endorsed by Nancy Perry] (In Columbia, Feb. 1963, p.4 of cover) Appl. author: Arthur W. Prussing. © 30Jan63; KK174804.

Luxurious Olson reversible broadloom at factory-to-you savings. [Endorsed by Nancy Perry] (In Farm Journal, Feb. 1963, p.105) Appl. author: Arthur W. Prussing. © 18Jan63; KK174806.

Olson rug prices reduced for 90 days and no old materials to send, now or ever. Appl. author: Arthur W. Prussing. © 28Aug63; KK176914.

Reversible broadloom; save up to 1/2 direct from factory. [Endorsed by Dinah Shore] (In Good housekeeping, Feb. 1963, p.137) Appl. author: Arthur W. Prussing. © 7Jan63; KK174807.

OMEGA ELECTRIC DIVISION. See F. & B. MANUFACTURING CO.

ONE FORTY FOUR CORP. ©

Now, 11 colorful designs available from One Forty Four Corp.; outdoor, 24 sheet posters, full color newspaper ads, point-of-sale. (Catalog sheet of advertising materials) © 30Jun60; KK176861.

O'NEAL, JIMMIE. ©

The gospel in song. © 13Feb62; KK174500.

OPAD ELECTRIC CO. ©

Low voltage D.C. power supplies. (Bulletin no.106) Appl. author: Henry Louis Opad. © 2Dec63; KK177420.

Medium voltage D.C. power supplies. (Bulletin no.206) Appl. author: Henry Louis Opad. © 2Dec63; KK177419.

Three phase D.C. power supplies. (Bulletin no.104) Appl. author: Henry Louis Opad. © 2Dec63; KK177418.

ORAL B CO. ©

Here's the only beauty aid you'll need for years. (In McCall's, Mar. 1962, p.138) Appl. author: Clark Whitely Lawrence. © 20Feb62; KK175826.

Keep an eye on your Oral B, too. (In Look, June 5, 1962, p.52g) Appl. author: Clark Whitely Lawrence. © 5Jun62; KK175825.

- ORBIT PRODUCTS, INC. ©
Kitchen faucet with hose spray, and aerator; deck type 8" centers. Merchandising box and instructions. Appl. authors: Sidney J. Shames & Harold Shames. © 18Apr63; KK176524.
- ORIGINAL TOY CORP. ©
Wonder Wigs, for all 1 1/2 fashion model dolls. © 7Nov63; KK177617.
- ORKIN EXTERMINATING CO., INC. ©
1901-1963; the world's largest pest control company has a new home. (In The Atlanta Journal and constitution, Sept. 15, 1963, p.10-B) © 15Sep63; KK176079.
- ORMOND DIVISION, HANDY BUTTON MACHINE CO. See HANDY BUTTON MACHINE CO. ORMOND DIVISION.
- ORR (J. HERBERT) ENTERPRISES, INC. ©
Now, hi-way hi-fi. AutoMate Tapette Player. As you drive, a new era in musical enjoyment. © 18Oct63; KK176523.
Now, hi-way hi-fi, an entirely new concept in automobile entertainment. AutoMate Tapette Player. © 18Oct63; KK176522.
- OSTER (JOHN) MANUFACTURING CO. ©
Buy a gift, get a gift festival. (In McCall's, Dec. 1963, p.147) © 1Dec63; KK177291.
Earn profits in customer comfort with Oster Cool-Mist portable humidifier. (In American druggist, Aug. 5, 1963, p.55) © 5Aug63; KK175362.
Expert premium program planning begins with Oster. 231-01 hair dryer. (In Premium practice, Oct. 1963, p.83) © 1Oct63; KK177594.
The gay deceiver. Detachable blade electric hair clipper. (Oster gallery of challenging heads series, no.5) (In The Master barber & beautician magazine, Aug. 1963, p.22-23) © 1Aug63; KK175646.
The lumpy bumpkin. Detachable blade electric hair clipper. (Oster gallery of challenging heads series, no.4) (In Barber's journal & men's hairstylist, July 1963, p.28-29) © 1Jul63; KK175062.
The motley crewcut. Detachable blade electric hair clipper. (Oster gallery of challenging heads series, no.3) (In Barber's journal & men's hairstylist, June 1963, p.26-27) © 1Jun63; KK175063.
New fashion-fresh profit keynote from Oster. Oster hair dryer in imported Italian tapestry cloth travel case. (In American druggist, Oct. 14, 1963, p.89) © 14Oct63; KK176856.
Prize premium packages; Oster housewares; Cummins portable tools. (In Premium practice, July 1963, p.38) © 1Jul63; KK175064.
Success insurance: Oster premiums. (In Premium practice, June 1963, p.66) © 1Jun63; KK174341.
- OVERLAND CO. ©
Fisherman's Friend, 17 tools in one. Appl. author: Fred MacOverland. © 20May63; KK174377.
- P
- PACIFIC HAWAIIAN PRODUCTS CO. ©
Frozen concentrate, King of the Islands passionfruit exotic drink. Net contents 6 fluid ozs. © 19Jun62; KK174405.
- Frozen Hawaiian Punch on a stick; rosy red. Net contents 6 confections 2 1/2 fl. ozs. each. © 5Apr62; KK174406.
Hawaiian Punch, ready to drink. Cluster-Pak sleeve. Six 12-ounce cans, not carbonated. © 1Jul63; KK174907.
Hula highball. Net contents 1 quart 14 fl. oz. © 23Apr62; KK174758.
King of the Islands passionfruit exotic drink. Contents 12 fl. oz. © 4Jun62; KK174404.
- PACIFIC HEALTH PLAN. ©
Denti-care, a comprehensive pre-paid dental care plan. Brochure. © 1Jun63; KK174344.
- PACIFIC WIRE WORKS CO. ©
Pacific Wire-Grams, by George G. Altnow.
July 1963. © 1Jul63; KK174747.
Aug. 1963. © 1Aug63; KK175224.
Sept. 1963. © 1Sep63; KK175771.
Oct. 1963. © 1Oct63; KK176319.
Nov. 1963. © 1Nov63; KK177050.
Dec. 1963. © 1Dec63; KK177537.
- PALM UNDIES CORP. ©
Jolie, tour les jours de la semaine. Div C-Thru. Appl. author: Neb Plastiques. © 28Jun63; KK174414.
- PALMER (WAYNE) CORP. ©
Plastic-coated charts. Palmer's teaching aids. Appl. author: Wayne Palmer. NM: p.A, special features chart & p.B, 5 lower charts. © 31Aug63; KK175541.
- PALMER ENGINEERING. See PALMER ENGINEERING & DEVELOPMENT CO.
- PALMER ENGINEERING & DEVELOPMENT CO.
How to succeed in the car wash business. © Palmer Engineering; 15Aug63; KK175705.
- PANGBURN CO., INC. ©
Coffee-n-Ureme, coffee confection with toasted almonds and cream fondant center. Net wt. 8 oz. © 5Apr63; KK175782.
Miss Texas assorted souffle chocolates. Net wt. 8 ozs. © 27Aug63; KK175628.
- PANKY-HANKY CO.
The executive handkerchief. © William S. McDaniel d.b.a. Panky-Hanky Co.; 12Jul63; KK175254.
- PAPER DIVISION, CHAMPION PAPERS, INC. See CHAMPION PAPERS, INC. PAPER DIVISION.
- PARAMOUNT PAPER PRODUCTS CO.
Boiled ham. -- lbs., -- ozs. © Paramount, U.S.A. a.a.d.o. Paramount Paper Products Co.; 14Nov63; KK177426.
Bologna. -- lbs., -- ozs. © Paramount, U.S.A. a.a.d.o. Paramount Paper Products Co.; 14Nov63; KK177424.
Center ham slices. -- lbs., -- ozs. © Paramount, U.S.A. a.a.d.o. Paramount Paper Products Co.; 14Nov63; KK177422.
Chopped ham. -- lbs., -- ozs. © Paramount, U.S.A. a.a.d.o. Paramount Paper Products Co.; 14Nov63; KK177425.
Spiced luncheon. -- lbs., -- ozs. © Paramount, U.S.A. a.a.d.o. Paramount Paper Products Co.; 14Nov63; KK177423.
- PARAMOUNT, U.S.A. See PARAMOUNT PAPER PRODUCTS CO.
- PARFUMS CORDAY, INC. ©
There are two ways to a woman's heart. One is Fame de Corday. (In Playboy, Dec. 1963, p.47) © 12Nov63; KK177448.
Toujours Moi is always you. The world's most individual and lasting perfume. (In Esquire, Nov. 1963, p.174) © 17Oct63; KK177447.
- PARKE, DAVIS & CO. ©
Because pinworms are usually a family affair, one logical therapy, Povan. © 29Jul63; KK175890.
Dejected, but epilepsy need not mean unemployment; Dilantin. © 27Sep63; KK177243.
Episode in the classroom, but epilepsy need not rule out school. For the epileptic patient, Dilantin. © 31May63; KK175884.
For a host of pinworm hosts, one logical therapy, Povan. © 28Jun63; KK175887.
For effective progestational therapy in amenorrhea and other menstrual disorders, Norlutate, norethindrone acetate, potent oral progestational therapy. © 21Oct63; KK177241.
For effective progestational therapy in gynecologic and obstetric disorders, Norlutate, norethindrone acetate, oral progestational agent. © 20Oct63; KK177242.
For effective relief of vaginitis and cervicitis, Elase. © 12Jul63; KK175882.
Formulated specifically to stop coughing, Benlyn expectorant. © 2Oct63; KK177238.
He may also be sharing his pinworms, one logical therapy, Povan. © 22Jul63; KK175883.
Helps cleanse and heal stubborn surface lesions, Elase. © 21Aug63; KK175879.
Idle and forlorn, but epilepsy need not mean unemployment; Dilantin. © 23Sep63; KK177247.
In amenorrhea, to restore the cyclic pattern, Norlutate. © 16Jul63; KK175889.
In menstrual disorders associated with progestational deficiency, Norlutate. © 19Jun63; KK175886.
Late summer, time for ragweed, time for Benadryl. © 5Sep63; KK175892.
The man in action is the one taking Kapseals Eldec. © 28Aug63; KK175891.
The man in action is the one taking Kapseals Eldec. [Man playing badminton & man seated in chair] © 7Oct63; KK177244.
The man in action is the one taking Kapseals Eldec. [Man practising archery & man seated in chair] © 30Oct63; KK177250.
The man in action is the one taking Kapseals Eldec. [Man throwing horseshoes & man seated in chair] © 19Sep63; KK177248.
On the shelf, but epilepsy need not mean unemployment; Dilantin. © 4Nov63; KK177251.
Pinworm infection, hardly ever in a class by itself; one logical therapy, Povan. © 24Oct63; KK177249.
Pinworm infection like a chain reaction; one logical therapy, Povan. © 16Sep63; KK177245.
Self-imposed idleness, but epilepsy need not mean unemployment. Dilantin Kapseals. © 29Aug63; KK175893.

- Spring, summer, time for grass pollens; time for Benadryl. © 1Jul63; KK175888.
- Spring, time for tree pollens, time for Benadryl. © 24May63; KK175885.
- Summer, time for weeds, time for Benadryl. © 7Aug63; KK175880.
- This little girl can expect to live until the year 2036. (In The Reader's digest, Sept. 1963, p.195) Appl. author: Young & Rubicam, Inc. © 21Aug63; KK176303.
- The tiredness of idleness, but epilepsy need not mean unemployment; Dilantin. © 25Oct63; KK177239.
- To aid healing of infected surgical wounds, Elase. © 19Jul63; KK175881.
- Whatever the shape or form of allergy. Benadryl. © 20Aug63; KK175894.
- Whatever the shape or form of allergy, Benadryl, diphenhydramine hydrochloride effectively relieves the pruritus of contact dermatitis. © 18Oct63; KK177236.
- Whatever the shape or form of allergy, Benadryl, diphenhydramine hydrochloride, effectively relieves the symptoms of contact dermatitis. © 30Sep63; KK177246.
- Whatever the shape or form of allergy, Benadryl, diphenhydramine hydrochloride, effectively relieves the symptoms of vasomotor rhinitis. © 30Oct63; KK177240.
- When progestational therapy is indicated in obstetric and gynecologic disorders, Norlutate, norethindrone acetate, oral progestational agent. © 10Oct63; KK177237.
- Who got the biggest bite from Bobby's apple? (In The Reader's digest, Oct. 1963, p.262) Appl. author: Young & Rubicam, Inc. © 21Sep63; KK176302.
- PARKER BROS., INC. ©**
Clue, Parker Brothers detective game. © 17Sep63; KK175957.
My first construction kit. © 19Jul63; KK174704.
Ping Ball. © 6Dec63; KK177393.
Scoots, the educated marbles. © 3Sep63; KK175838.
- PARKER-HAYES & CO. ©**
One-a-day investment plan; 100 days, 100 dollars. © 5Aug63; KK175204.
- PARKER PEN CO. ©**
Announcing a Parker cartridge pen for only \$2.95, new Arrow by Parker. (In Practical English, Oct. 4, 1963, p.5) Appl. author: Leo Burnett Co., Inc. © 4Oct63; KK176403.
A ball pen so good Parker can give you this guarantee for life. Parker International Jotter. (In The Atlantic, Sept. 1963, p.105) Appl. author: Leo Burnett Co., Inc. © 30Aug63; KK175383.
Better than it has to be, from tip to clip. International Jotter. (In Harper's magazine, July 1963, p.27) Appl. author: Leo Burnett Co., Inc. © 24Jun63; KK174437.
Eloquent elegance that stays that way; this guarantee is for life. Parker International ball pen. (In Harper's magazine, Dec. 1963, p.8) Appl. author: Leo Burnett Co., Inc. © 25Nov63; KK177316.
Even if you don't write like this, try the new Parker VP. (In National geographic magazine, Oct. 1963, p.648) Appl. author: Leo Burnett Co., Inc. © 30Sep63; KK176904.
- 50,000 grippers make Jotters non-skippers. (In Life, Aug. 23, 1963, p.39) Appl. author: Leo Burnett Co., Inc. © 19Aug63; KK175384.
- Get the biggest pen value going. New Arrow by Parker. (In Practical English, Nov. 1, 1963, p.4 of cover) Appl. author: Leo Burnett Co., Inc. © 30Oct63; KK176754.
- Give the gift that's guaranteed for life if you can bring yourself to give it away. International Jotter. (In The Atlantic, Nov. 1963, p.26) Appl. author: Leo Burnett Co., Inc. © 30Oct63; KK176752.
- Give them the only pen they can dial to suit their style. New Parker VP. (In National geographic magazine, Nov. 1963, p.639) Appl. author: Leo Burnett Co., Inc. © 28Oct63; KK176629.
- King-size pen value, a Parker cartridge pen for only \$2.95. New Arrow by Parker. (In Senior scholastic, Nov. 22, 1963, p.35) Appl. author: Leo Burnett Co., Inc. © 18Nov63; KK177107.
- Lost for seven months in Alaska's ice and snow, found and still writing beautifully. Get the Jotter made by Parker with the T-Ball tip. (In American Armed Forces features, Aug. 1963, p.8) Appl. author: Leo Burnett Co., Inc. © 1Aug63; KK175480.
- New Arrow by Parker plus 20 cartridges free; the fountain pen for students. (In Mailbag, fall ed. 1963) © 10Oct63; KK176467.
- New Parker Varsity plus 20 cartridges free. (In Mailbag, fall ed. 1963) Appl. author: Leo Burnett Co., Inc. © 10Oct63; KK176937.
- Now a clean-filling, smooth-writing, money-saving Parker cartridge pen, only \$3.95; new Parker Arrow. (In Senior scholastic, Apr. 17, 1963, p.4) Appl. author: Leo Burnett Co., Inc. © 12Apr63 (in notice: 1962); KK176906.
- Now, a Parker cartridge pen for only \$2.95. New Arrow by Parker. (In Practical English, Sept. 13, 1963, p.6) Appl. author: Leo Burnett Co., Inc. © 9Sep63; KK175644.
- Now 1/130 oz. of stainless steel speeds and smooths your writing, delivers up to 100,000 words even though it never touches paper. (In Life, Nov. 8, 1963, p.28) Appl. author: Leo Burnett Co., Inc. © 4Nov63; KK176868.
- Now, Parker uses stainless steel to give you an improvement in ball pen writing you can actually feel. (In Life, Nov. 15, 1963, p.2) Appl. author: Leo Burnett Co., Inc. © 11Nov63; KK177063.
- \$150,000 Jotter doodle depot sweepstakes. (In Life, Aug. 23, 1963, p.39) Appl. author: Leo Burnett Co., Inc. © 19Aug63; KK175524.
- A Parker 45 Convertible is a lot more gift than you thought you could give. (In Life, Nov. 29, 1963, p.40) Appl. author: Leo Burnett Co., Inc. © 25Nov63; KK177315.
- Put the Jotters made by Parker on your Christmas list, \$1.98 to \$75, no other ball pens give so much beauty and reliability. (In Life, Dec. 20, 1963, p.34) Appl. author: Leo Burnett Co., Inc. © 16Dec63; KK177749.
- The reliable Parker Jotter. It even shifts gears. (In Life, Sept. 13, 1963, p.15) Appl. author: Leo Burnett Co., Inc. © 9Sep63; KK175919.
- Save \$65, and get a guarantee for life besides. Parker International Jotter. (In The Atlantic, Oct. 1963, p.20) Appl. author: Leo Burnett Co., Inc. © 30Sep63; KK176571.
- Three of life's biggest little necessities: the right time, a quick light, and a ball pen that writes. The reliable Parker Jotter. (In Life, Sept. 27, 1963, p.113) Appl. author: Leo Burnett Co., Inc. © 23Sep63; KK176905.
- Why give your favorite student a good pen when he'll just lose it? The new Parker 45 convertible. (In Life, Aug. 16, 1963, p.71) Appl. author: Leo Burnett Co., Inc. © 12Aug63; KK175369.
- Why not give a Parker, the pen you'd like to get? The new Parker VP. (In Life, Dec. 13, 1963, p.56-57) Appl. author: Leo Burnett Co., Inc. © 9Dec63; KK177649.
- PARTICLE DATA INSTRUMENT CO., PARTICLE DATA LABORATORIES, INC. See PARTICLE DATA LABORATORIES, INC. PARTICLE DATA INSTRUMENT CO.**
- PARTICLE DATA LABORATORIES, INC. PARTICLE DATA INSTRUMENT CO. ©**
ElectroZone particle pulse analyzer and data converter. © 27Nov63; KK177266.
- FASTEMASTER, INC. ©**
A clean easy way to paste. The Paste pen. © 29Aug63; KK176028.
- PATENT PERFECT CORP. ©**
Rules of Tab, a game of skill. Appl. author: Norman Bennett. © 28Dec61; KK175265.
- PATENT SCAFFOLDING CO., INC. ©**
Prefab steel erection bents. (Bulletin PSS-57) Appl. author: De Garmo, Inc. © 10Oct63; KK176099.
Safety rules and instructions no.501 for Trouble Saver sectional scaffolding. Appl. author: O. H. Junggren. © 9Jul63; KK174558.
Safety rules and instructions no.601 for Gold Medal junior safety swinging scaffolds. Appl. author: O. H. Junggren. © 9Jul63; KK174559.
- PAWL, WALTER S.**
The queen's desire. See HEINDRICH, FRANK K.
- PEARL BREWING CO. ©**
Funny beer glass? Wrong twice. (In Chicago daily news, Sept. 24, 1963, p.20) Appl. author: John W. Shaw Advertising, Inc. © 24Sep63; KK176024.
- PECK SPRING CO. ©**
The Peck Spring Company. Appl. author: William J. Buckley. © 3Jun63; KK175108.
- PEKAO TRADING CORP. ©**
Paczki do Polski na swieta. © 26Sep63; KK176498.
- PELLON CORP. ©**
Almost everything for a man has Pellon non-woven interfacing to keep the shape. (In Esquire, Sept. 1963, p.49) © 15Aug63; KK175377.
If these 40 inches stretch, you're in fashion. (In Women's wear daily, Oct. 16, 1963, p.3) © 16Oct63; KK176692.
Is your fabric department stocked with hard-to-sell interfacings? Pellon non-woven interfacings. (In Women's wear daily, Nov. 4, 1963, p.7) © 4Nov63; KK177018.

PELLON CORP.-Con.

Luggage will wear all these tags better when it wears this one, first. (In Luggage & leather goods, July 1963, p.84) © 15Jun63; KK175127.

She'll wear the coat ... and she'll lug them all home in her luggage. Pellon non-woven interfacing. (In Vogue, Sept. 15, 1963, p.14) © 1Sep63; KK176015.

Take my advice darling, when you dress, insist on Pellon. (In Good housekeeping, Sept. 1963, p.222) © 20Aug63; KK175275.

This is how your suit should look in the showroom. (In Daily news record, Nov. 7, 1963, p.9) © 7Nov63; KK177019.

We're up to our ears. Smart sewing. (In What's new in home economics, Sept. 1963, p.28) © 15Aug63; KK175708.

Where's Pellon at work? Pellon non-woven interfacing. (In Daily news record, Oct. 22, 1963, p.3) © 22Oct63; KK176693.

You'll go to pieces, when you discover the complete die cutting service of Pellon. Pellon non-woven interfacings. (In Daily news record, Sept. 17, 1963, p.3) © 17Sep63; KK176016.

PENDLETON WOOLEN MILLS. ©

Authentic Pendleton, a bright way for a man to warm up to the idea that winter's coming to stay. (In Sports illustrated, Oct. 1, 1962, p.42) © 27Sep62; KK175660.

Authentic Pendleton, a longtime favorite with men who stick by their decisions. Illus.: Signed: Ted Rand. (In Sports illustrated, Sept. 3, 1962, p.31) © 30Aug62; KK175675.

Authentic Pendleton, a warm and wonderful way to say Merry Christmas. Illus.: Signed: Ted Rand. (In True, Dec. 1962, p.78) © 20Nov62; KK175671.

Authentic Pendleton, a warm and wonderful way to say Merry Christmas. (In Sports illustrated, Dec. 3, 1962, p.93) © 30Nov62; KK175667.

Authentic Pendleton and a great day. (In Outdoor life, Nov. 1962, p.93) © 25Oct62; KK175665.

Authentic Pendleton and a morning with a nip in it. (In Outdoor life, Oct. 1962, p.119) © 25Sep62; KK175666.

Authentic Pendleton and a morning with a nip to it. Illus.: Signed: Ted Rand. (In True, Oct. 1962, p.75) © 18Sep62; KK175673.

Authentic Pendleton and tickets right on the fifty. (In Esquire, Sept. 1962, p.72) © 16Aug62; KK176926.

Authentic Pendleton, expert choice for the good hours. Illus.: Signed: Ted Rand. (In Sports illustrated, Nov. 5, 1962, p.5) © 1Nov62; KK175674.

Authentic Pendleton for the boy who shows he's not about to miss out on the good things in life. (In Sports illustrated, Nov. 26, 1962, p.34) © 22Nov62; KK175669.

Authentic Pendleton for the man who goes in for being active and likes being neat about it. (In Sports illustrated, Nov. 12, 1962, p.32) © 8Nov62; KK175668.

Authentic Pendleton for the man who isn't about to let the weather get to him, come what may. (In Sports illustrated, Oct. 29, 1962, p.66) © 25Oct62; KK175670.

Authentic Pendleton, great for putting a man at ease when you want him looking his best. (In Sports illustrated, Aug. 27, 1962, p.4) © 23Aug62; KK175664.

Authentic Pendleton; just about perfect for letting a man take on the outdoors. (In Sports illustrated, Oct. 15, 1962, p.12) © 11Oct62; KK175658.

Authentic Pendleton lets a man move in on his leisure looking and feeling a cut above anybody's average. (In Sports illustrated, Oct. 8, 1962, p.58) © 4Oct62; KK175659.

Authentic Pendleton sets a boy to thinking. (In Sports illustrated, Oct. 22, 1962, p.83) © 18Oct62; KK175657.

Authentic Pendleton shows what wool can do for the man who ranks comfort right up there with style. (In Sports illustrated, Sept. 10, 1962, p.80) © 6Sep62; KK175663.

Authentic Pendleton, spirited answer to a man's notions about the way a sweater ought to look, feel and wear. (In Sports illustrated, Sept. 17, 1962, p.81) © 13Sep62; KK175662.

Authentic Pendleton, that's the sweater a man takes to when the going gets good and the snow flies. (In Sports illustrated, Sept. 24, 1962, p.46) © 20Sep62; KK175661.

Authentic Pendleton; the shirt that men of all ages collect with fervor. (In Good housekeeping, Oct. 1962, p.52) © 18Sep62; KK175656.

Authentic Pendleton warm and welcome way to say merry Christmas. (In Field & stream, Dec. 1961, p.97) © 24Nov61; KK174853.

Come summer, and it's smooth sailing with Sir Pendleton aboard. (In Sports illustrated, Mar. 26, 1962, p.57) © 22Mar63; KK176535.

Country clothes by Pendleton; a pride of skirts, in a glory of wool. Illus. signed: Ted Rand. (In Mademoiselle, Aug. 1963, p.64-65) © 29Jul63; KK177570.

Country clothes by Pendleton; now increase, multiply, replenish the wardrobe ... with cheviot. Illus. signed: Ted Rand. (In The New Yorker, Sept. 14, 1963, p.92-93) © 12Sep63; KK177572.

Country clothes by Pendleton; or put it this way, our Pendleton mobiles, coats, suits and a shirt dress. Illus. signed: Ted Rand. (In Ladies' home journal) © 2Jul63; KK177571.

Early spring; warm one minute, cool the next. April 13. (In Sports illustrated, Feb. 12, 1962, p.31) © 8Feb62; KK176731.

Fashion by the yard by Pendleton. (In McCall's pattern book, fall-winter 1963, p.32) © 15Aug63; KK177573.

For goodlooking relaxing, wherever you are, it's Sir Pendleton. Mar. 22. (In Sports illustrated, Mar. 26, 1962, p.53) © 22Mar62; KK176734.

From out of the West come the clothes for school that suit you best for camping and hiking, too. (In Boys' life, Sept. 1963, p.63) © 26Aug63; KK177567.

From out of the West, it's Pendleton shirts that go where the fun is. (In Sports illustrated, Sept. 9, 1963, p.102) © 5Sep63; KK177555.

How to be warm and comfortable at 40° and cool and comfortable at 70°. [Basketball scene] (In Esquire, Feb. 1963, p.138-139) © 15Jan63; KK177560.

How to be warm and comfortable at 40° and cool and comfortable at 70°. [Golf scene] (In Esquire, Mar. 1963, p.44-45) © 14Feb63; KK177559.

It's Pendleton time, so pick a button down shirt that scores around the seasons. Feb. 23. (In Sports illustrated, Feb. 26, 1962, p.31) © 22Feb62; KK176732.

It's travel time, so the first thing to pack is your Pendleton. May 30. © 8Mar62; KK176733.

The man, always ready to go; the Pendleton, right at home on the campus. (In Time, Sept. 13, 1963, p.37) © 10Sep63; KK177561.

The man got up early to get his buck; the Pendleton, good shirt for the man who knows his outdoors. (In Outdoor life, Nov. 1963, p.85) © 25Oct63; KK177566.

The man takes his studies seriously; the Pendleton, a shirt for the campus and the man who's at home there. (In Sports illustrated, Sept. 2, 1963, p.43) © 29Aug63; KK177562.

The man takes to his leisure in the company of fine things; the Sir Pendleton, expert choice for a man at his leisure. (In Time, Oct. 4, 1963, p.54) © 10Oct63; KK177563.

The man, up with the sun and ready to get going; the Pendleton, a man's kind of shirt for this kind of day. (In Field & stream, Oct. 1963, p.108) © 24Sep63; KK177565.

The men, get them together and they're up to a lot of good; the Pendletons classic shirts for grown men and growing ones. (In Good housekeeping, Oct. 1963 p.59) © 19Sep63; KK177564.

A notable Pendleton for a good fresh day with a nip in the air. (In Sports illustrated, Oct. 21, 1963, p.31) © 17Oct63; KK177557.

A notable Pendleton for the handsome look at leisure, too. (In Sports illustrated, Aug. 26, 1963, p.6) © 22Aug63; KK177569.

A notable Pendleton fresh from the Northwest for the man who knows style and appreciates comfort. (In Sports illustrated, Oct. 7, 1963, p.82) © 30Oct63; KK177552.

A notable Pendleton; step out in leisure and do so in style. (In Sports illustrated, Aug. 19, 1963, p.67) © 15Aug63; KK177568.

A notable Pendleton tames the elements. (In Sports illustrated, Sept. 16, 1963, p.69) © 12Sep63; KK177554.

Notable Pendletons; make your rounds in comfort. (In Sports illustrated, Oct. 14, 1963, p.60) © 10Oct63; KK177558.

Notable Pendletons; try the likes of these when the snow flies and you head for the ski slopes. (In Sports illustrated, Sept. 23, 1963, p.7) © 19Sep63; KK177553.

Now depend on Sir Pendleton, your good companion around the course and around the seasons. May 5. (In Sports illustrated, Mar. 26, 1962, p.55) © 22Mar62; KK176735.

Now spring's busting out all over, and it's still Pendleton season, as every season is. April 25. (In Sports illustrated, Mar. 12, 1962, p.53) © 8Mar62; KK176736.

Only nature can produce the living fiber, wool. © 30Aug63; KK175678.

Pendleton, a western way of life to enjoy anywhere. (In The Reader's digest, Oct. 1963, p.270-271) © 20Sep63; KK177556.

- Pendleton is a designing state of mind. Penny Piper picked a peck of pretty Pendletons. Illus. signed: Ted Rand. (In Seventeen, Dec. 1962, p.5) © 1Dec62; KK177574.
- Pendleton is a fresh state of mind. Country clothes. Illus.: Signed: Ted Rand. (In The New Yorker, Aug. 25, 1962, p.63) © 23Aug62; KK175676.
- Pendleton is a going state of mind. Presenting our Matemaster suit. Illus. signed: Ted Rand. (In The New Yorker, Sept. 8, 1962, p.106) © 6Sep62; KK177575.
- Pendleton is a merry state of mind. Country clothes. (In Seventeen, Aug. 1962, p.71) © 1Aug62; KK175835.
- Pendleton is a relaxing state of mind. So unwind, unfitter, relax ... Pendleton's own Newport pants. Illus. signed: Ted Rand. (In Glamour, Aug. 1962, p.40) © 23Jul62; KK177576.
- Pendleton is a roving state of mind. Country clothes. (In The Ladies' home Journal, summer 1962, p.105) © 10Jul62; KK175836.
- Pendleton is a sportive state of mind. Country clothes. (In Seventeen, Sept. 1962, p.43) © 1Sep62; KK175837.
- Pendleton is a traveling state of mind. Country Clothes. Illus.: Signed: Ted Rand. (In Ladies' home Journal, Sept. 1962, p.99) © 21Aug62; KK175672.
- Sir Pendleton for the best of days. (In Time, Oct. 5, 1962, p.35) © 20Oct62; KK175677.
- Snow weather is wool weather and that means Pendleton. Feb. 8. (In Sports Illustrated, Feb. 12, 1962, p.30) © 8Feb62; KK176730.
- Take a spring day, crisp around the edges, and wear your Pendleton. April 12. (In Sports Illustrated, Feb. 26, 1962, p.33) © 22Feb62; KK176729.
- You lounge best in a Pendleton, proud and comfortable, indoors or outdoors, around the seasons. Mar. 8. (In Sports Illustrated, Mar. 12, 1962, p.51) © 8Mar62; KK176737.
- Your Pendleton is a fair weather friend as well as a cold weather companion. May 15. (In Sports Illustrated, Feb. 26, 1962, p.35) © 22Feb62; KK176728.
- PEPPERIDGE FARM, INC. ©
Goldfish. 250 tiny crackers.
© 15Jul63; KK175107.
- PEPPI PRODUCTS, LTD. ©
Peppi, after bath lotion. Contents
6 fl. ozs. © 5Jul63; KK174612.
- PERTOKA, I.
Au pays de cocagne. See BRADLEY
(MILTON) CO.
- PET NEEDS, INC. ©
Dog safety set. Silent dog whistle;
identification barrel. No.515.
© 10Oct63; KK176773.
- PET TOY OF N. H.
Para-Launcher with cut-out target.
No.400. © Pet Toy of N. H., the
registered trade name for William
C. Peterson; 1Nov63; KK177072.
- PETERSON, WILLIAM C. See PET TOY OF
N. H.
- PEYTON PACKING CO. ©
Circus of summer treats. Lunch meats
and franks. (In El Paso herald-
post, city ed., Aug. 15, 1963,
section A, p.13) Appl. author:
Thomas S. Duff. © 15Aug63;
KK175213.
- PHILIPPINE CIGAR CO. ©
PCC. (Representational symbol PCC
for Philippine Cigar Company)
© 20Jun63; KK175198.
- PHILLIPS, BUD.
The Jet-Line flange weighted blade
putters. Model 301. © George A.
Phillips d.b.a. Bud Phillips & Bud's
House of Golf; 29May63; KK174623.
The Jet-Line putter is a winner de-
signed by a pro and played by pros.
Model 201. © George A. Phillips
d.b.a. Bud Phillips & Bud's House
of Golf; 29May63; KK174622.
- PHILLIPS, GEORGE A. See PHILLIPS, BUD.
- PHILLIPS-VAN HEUSEN CORP. ©
Important announcement, until now
shirtmakers have been blousemakers.
(In Daily news record, supp.,
Mar. 7, 1963) © 7Mar63; KK175273.
- PICO SAFE STAIRS CO. ©
Construction Foreman's manual.
© 10Apr63; KK174573.
- PIEL BROS., INC. ©
Bert and Harry introduce the new Piel-
back can. Appl. author: Young &
Rubicam, Inc. © 1Jun63; KK176296.
Bert and Harry introduce the new Piel-
back can. Beer. © 1Jun63;
KK176313.
Can openers? Forget 'em, the Piel-
back can is here. Beer. (In Athol
daily news, July 19, 1963, p.3)
Appl. author: Young & Rubicam, Inc.
© 19Jul63; KK176292.
Don't wait, savor the exciting taste
of Piel's beer today. (In Athol
daily news, June 3, 1963, p.5)
Appl. author: Young & Rubicam, Inc.
© 3Jun63; KK176310.
Enjoy Piel's, it's natural brewed.
Harry Piel. Appl. author: Young &
Rubicam, Inc. © 18Jan63 (in notice:
1962); KK175701.
Light lager, Piel's beer; Piel's is the
beer that gives you proof of flavor
maturity and peak of flavor taste,
right on the label. (In Life,
Sept. 20, 1963, p.R6) Appl. au-
thor: Young & Rubicam, Inc.
© 16Sep63; KK176291.
New beer in town; try our delicious
Piel's beer. (In The Lowell sun,
Apr. 9, 1963, p.5) Appl. author:
Young & Rubicam, Inc. © 9Apr63;
KK176306.
New beer in town; try Piel's beer
today. (In The Lowell sun,
Apr. 23, 1963, p.7) Appl. author:
Young & Rubicam, Inc. © 23Apr63;
KK176307.
New Piel-back can. 6-pak carton.
Appl. author: Young & Rubicam,
Inc. © 1Jun63; KK176286.
News, famous Piel's beer now on sale
here. (In Athol daily news,
June 17, 1963, p.5) Appl. author:
Young & Rubicam, Inc. © 17Jun63;
KK176308.
Notice from Bert and Harry Piel.
(In Tap & tavern, Philadelphia,
Jan. 28, 1963, p.7) Appl. author:
Young & Rubicam, Inc. © 28Jan63;
KK176289.
Now Piel's premium beer 7 oz. splits.
(Display 77) Appl. author: Young &
Rubicam, Inc. © 17Dec62;
KK174609.
Piel's sales break records. Beer.
(In Beverage retailer weekly,
July 1, 1963, p.3) Appl. author:
Young & Rubicam, Inc. © 1Jul63;
KK176304.
- Premium beer now at popular prices.
(Display no.75) Appl. author:
Young & Rubicam, Inc. © 17Dec62;
KK174610.
- Reward for bringing back Bert and
Harry; economy pak, six 12 oz.
throw-away bottles. Beer. (In
The Times union, Albany, N. Y.,
Apr. 9, 1963, p.10) Appl. author:
Young & Rubicam, Inc. © 9Apr63;
KK176288.
- Reward for bringing back Bert and
Harry; economy pak, six 12 oz.
throw-away bottles. We're having
a peak of flavor celebration. Beer.
(In Newark evening news, Apr. 8,
1963, p.7) Appl. author: Young &
Rubicam, Inc. © 8Apr63; KK176305.
- Reward from Bert and Harry Piel;
six 12 oz. throw-away bottles.
Beer. (In Holyoke transcript-
telegram, May 9, 1963, p.2) Appl.
author: Young & Rubicam, Inc.
© 9May63; KK176287.
- Right to the peak of flavor. Bert
Piel. Piel's light lager beer.
Appl. author: Young & Rubicam, Inc.
© 18Jan63 (in notice: 1962);
KK175700.
- Special for Bay Staters, 600 Piel-back
cans for \$99. (In Athol daily news,
Aug. 16, 1963, p.8) Appl. author:
Young & Rubicam, Inc. © 16Aug63;
KK176293.
- Special get-acquainted offer from
Bert and Harry Piel. Beer. (In
Holyoke transcript-telegram,
May 21, 1963, p.4) Appl. author:
Young & Rubicam, Inc. © 21May63;
KK176290.
- Today Bert Piel slashes the price of
pleasure. Beer. (In The Danville
news, Apr. 8, 1963, p.5) Appl.
author: Young & Rubicam, Inc.
© 8Apr63; KK176311.
- PILLSBURY CO. ©
Apple crunch mix. New, rich crisp
topping, sweet apple slices.
Net wt. 11 oz. Appl. states prev.
reg. KK141375. NM: additions &
revisions. © 3Sep63; KK177085.
- Ballard oven ready biscuits.
Net wt. 8 oz. NM: additions &
revisions. © 4Mar63; KK177096.
- Ballard oven ready buttermilk bis-
cuits. Net wt. 8 oz. NM: addi-
tions & revisions. © 8Apr63;
KK177097.
- Barbecued chicken. 2 lbs. 11 ozs.
net weight. © 25Sep63; KK177088.
- Bavarian creme fluffy frosting mix.
6 1/4 oz. net wt. © 1Nov63;
KK177091.
- Bavarian creme yellow moist cake mix.
1 lb. 4 1/2 oz. net wt. © 1Nov63;
KK177092.
- Chicken sticks. 6 3/4 ozs. net
weight. © 25Sep63; KK177094.
- Cinnamon almond coffee cake mix with
crisp almonds. 12 1/2 oz. net wt.
© 10Oct63; KK177093.
- Coconut-almond frosting mix.
8 1/4 oz. net wt. © 1May63;
KK174510.
- Creamy, double Dutch fudge frosting
mix. 12 1/2 oz. net wt. © 1May63;
KK174506.
- Creamy lemon flavor frosting mix.
13 1/2 oz. net wt. Appl. states
prev. reg. KK171193. NM: revisions.
© 17Jun63; KK177084.
- Diced chicken, for salad, a la king,
croquettes, and more. 10 ozs. net
weight. © 25Sep63; KK177089.
- Extra light pancake mix for waffles,
too. 1 lb. net wt. Appl. states
prev. reg. KK162974. NM: additions
& revisions. © 15Aug63; KK177083.
- Fluffy burnt sugar flavored frosting
mix. 6 1/4 oz. net wt. © 1May63;
KK174505.

- PILLSBURY CO.-Con.
Fluffy white frosting mix. 6 1/4 oz. net wt. Appl. states prev. reg. KK168819. NM: art work. © 1May63; KK174509.
Golden sponge cake mix. 1 lb. 1/2 oz. net wt. © 1May63; KK174507.
Juicy apple turnover pastries. Net wt. 14 oz. © 3Jun63; KK177090.
New, 12 flaky buttermilk baking powder biscuits. Net wt. 8 oz. © 6May63; KK177079.
Old fashioned gingerbread mix. 13 1/2 oz. net wt. Appl. states prev. reg. KK119811. NM: revisions. © 15Jul63; KK177081.
Old fashioned light honey gingerbread mix. 13 1/2 oz. net wt. © 1Nov63; KK177080.
Pink lemonade flavor moist cake mix. 1 lb. 4 oz. net wt. Appl. states prev. reg. KK160054. NM: revisions. © 14Jun63; KK177082.
Smoke-flavored chicken. 2 lbs. 1.6 ozs. net weight. © 25Sep63; KK177086.
Swiss style chocolate flavor moist cake mix. 1 lb. 4 3/4 oz. net wt. © 1May63; KK174508.
Wild blueberry turnover pastries. Net wt. 14 oz. © 12Aug63; KK177087.
- PILLSBURY CO. TIDY HOUSE PRODUCTS DIVISION. See TIDY HOUSE PRODUCTS.
- PLACE HOMES, INC. ©
Do you have holes where houses ought to be? (In House & home, midwest ed., May 1963, p.38MW1-38MW2) Appl. author: Applegate Advertising Agency, Inc. © 22Apr63; KK174323.
- PLATT & MUNK CO., INC. ©
Crayon magic; secret pictures that appear with a special magic crayon. Orange. 65:0125. Design: David B. Dreiman. © 10Apr63; KK175643.
Crayon magic; secret pictures that appear with a special magic crayon. Yellow. 64:0125. Design: David B. Dreiman. © 10Apr63; KK175642.
Fairy tale puzzles, by Tasha Tudor. 160A:0100. Four precision cut puzzles by the world's foremost fairy tale illustrator. Pink box. © 22Mar63; KK176920.
Fairy tale puzzles, by Tasha Tudor. 160B:0100. Four precision cut puzzles by the world's foremost fairy tale illustrator. Yellow box. © 22Mar63; KK176897.
Fairy tale puzzles, by Tasha Tudor. 160C:0100. Four precision cut puzzles by the world's foremost fairy tale illustrator. Blue box. © 22Mar63; KK176896.
Longfellow's Hiawatha, the complete edition. No.2034. Illustrated by Leo R. Summers. © 7Feb63; KK176495.
The Playtime pop-up library. 620:0200. 4 pop-up story books that spring to life. © 11May63; KK176372.
- PLUNKETT, WALTER T. ©
Pick plenty of prized, peppy pickers. Schlitz. © 9May63; KK174672.
- POLAR DAIRY CO. ©
Pevely Lush Bar. 6 Lush Bars. Contents 12 fl. ozs. © 6Sep63; KK176615.
- POMONA TILE MANUFACTURING CO. ©
This sculptured tile went to market. (In Tile & architectural ceramics, June 1963, p.2 of cover) Appl.
- author: Anderson-McConnell Advertising Agency, Inc. © 14Jun63; KK174512.
- POSNER, BERTHA B. ©
New foot-aid; new Crest therapy. © 23Jul61; KK174764.
- POST DIVISION, GENERAL FOODS CORP. See GENERAL FOODS CORP. POST DIVISION.
- POWERS (JOHN ROBERT) PRODUCTS CO., INC. ©
Deliciously extravagant and why not? John Robert Powers Bio-Treatment is the nearest thing to youth you can buy. (In The New Yorker magazine, Sept. 23, 1961, p.87) Appl. author: Johnstone Advertising Agency. © 23Sep61; KK176273.
For the woman who wants to look as young as she can for as long as she can. Introducing Privilege, the fluid night treatment supreme. (In Harper's bazaar, Mar. 1962, p.72) Appl. author: Johnstone Advertising Agency. © 1Mar62; KK175824.
- PRATT & LAMBERT, INC. ©
Sports field line marking paint; olympic white. © 10Apr63; KK174351.
- PREFERRED BUSINESS SERVICE. See PREFERRED BUSINESS SERVICE CORP.
- PREFERRED BUSINESS SERVICE CORP. ©
Especially for you, Valentine sentiments from an angel, a Preferred angel, of course. © 11Feb63; KK174389.
For sparkling office services, Preferred angels. © 27Jun63; KK174391.
From Preferred's angels, a sincere wish for you: A most successful and prosperous 1963. © Preferred Business Service a.a.d.o. Preferred Business Service Corp.; 23Jan63; KK174388.
Preferred specialist in keeping up office morale. Your 1963-64 vacation schedule. © 6Mar63; KK174392.
Preferred's angels send their warmest wishes to your own angel, your secretary, of course. © 19Apr63; KK174390.
- PREMIER PEAT MOSS CORP. ©
Mail this card now for the peat pots that plants thrive in; Pep Pots. Appl. author: Freiwald & Coleman. © 10Oct63; KK176903.
- PREMIUM CORP. OF AMERICA. See COMMUNICATIONS ASSOCIATES.
- PRESSER (THEODORE) CO. ©
The Presser calendar of twentieth century composers. 1963. Appl. author: Victor L. Fanelli. © 7Sep62; KK175177.
- PRESSING SUPPLY CO. ©
Lady Fresco deluxe ironing pad and silicone cover. Style 210. © 28Jun63; KK174444.
- PROCTER & GAMBLE CO. ©
Announcing an informative and interesting lecture, The role of fluorides in preventive dentistry. © 5Aug63; KK175729.
Crest makes enamel more decay-resistant. (In Dental Management, special issue, June 1963, p.4-5) © 1Jun63; KK176181.
From a TV first, important series of postgraduate study films. © 5Aug63; KK175730.
- Help yourself to a smile, an informative full-color, 15 minute film on the fundamentals of dental health. © 5Aug63; KK175728.
The only real bargain in toothpaste, fewer cavities. Crest. (In The Oregon Journal, July 25, 1963, p.11) Appl. author: Benton & Bowles, Inc. © 25Jul63; KK177044.
There were 21% fewer cavities with Crest, say the Bridgewater of Bloomington, Indiana. (In Ebony, Oct. 1963, p.3) Appl. author: Benton & Bowles, Inc. © 17Sep63; KK177042.
Why your dentist may recommend Crest at your next checkup. (In Good housekeeping, Nov. 1963, p.5) Appl. author: Benton & Bowles, Inc. © 17Oct63; KK177043.
Your dentist applied stannous fluoride to help protect your teeth, now it's up to you. © 8Jul63; KK175727.
- PRODUCT DESIGN & DEVELOPMENT CORP. ©
Whirligig; the musical chairs game. 4305-X. Appl. author: Milton Bradley Co. © 13Feb63; KK176599.
- PROFESSIONAL DIVISION, LEHN & FINK PRODUCTS CORP. See LEHN & FINK PRODUCTS CORP. PROFESSIONAL DIVISION.
- PROTEXALL CHEMICALS, INC. ©
Screen-Pruf admits only fresh air, nothing that flies, crawls or bites gets thru. Appl. author: Donald G. Curtis. © 12Jun63; KK176569.
Screen-Pruf, pressurized; make screens bug proof. Contents: net wt. 16 oz. Appl. author: Donald G. Curtis. © 27Jun63; KK176395.
- PULLMAN VACUUM CLEANER CORP. ©
Built-in vacuum cleaner system. Vacuumobile. Appl. author: Stanley Berns. © 23Sep63; KK176203.
- PUNCH-LOK CO. ©
Clampways. (Bulletin no.83) © 20Aug63; KK175379.
Clampways. (Bulletin no.84) © 15Oct63; KK176338.
- PUREX CORP., LTD. ©
Alice takes tea with the Mad Hatter, by Marion Howington. Bath size SweetHeart. (Through the looking glass in 1961, adventure no.13) (In Seventeen, Oct. 1961, p.146) © 10Oct61; KK175195.
At Purex we work very hard to make the kind of products women want to buy and you want to sell. Sweet-Heart soap. (In Progressive grocer, Oct. 1961, p.10) Appl. author: Foote, Cone & Belding. © 10Oct61; KK174918.
Get lost in lilac. French Lilac, by Wrisley, for the private world of the bath. (In Glamour, Sept. 1963, p.64) Appl. author: Foote, Cone & Belding. © 20Aug63; KK175905.
Mild as fine hand soap. Trend for dishes. (In Parents' magazine, Feb. 1961, p.62) Appl. author: Foote, Cone & Belding. © 25Jan61; KK175155.
- PURITY STORES, INC. ©
Los Altos yellow freestone, Elberta peaches. Net weight 1 lb. 13 oz. © 25Jan63; KK174394.
- Q
- QUAKER OATS CO. ©
Cap'r Crunch sugar-sweet cereal. Net. weight 7 1/2 oz. © 19Jun63; KK175537.

QUAKER STATE OIL REFINING CORP. ©
Winning symbol of protection, Quaker
State, the best engine life pre-
server. (In Time, Dec. 1, 1961,
p.70) © 1Dec61; KK175786.

QUALITY BAKERS OF AMERICA COOPERATIVE,
INC. ©

Du pain ordinaire chez nous, ah non.
Allez droit a la fraicheur et a la
qualite Weston. (In La Presse,
Aug. 15, 1963, p.16. Montreal)
© 15Aug63; KK177582.

Enjoy on-the-farm flavor and fresh-
ness. Schmidt's Blue Ribbon en-
riched bread. (In The Daily mail,
Hagerstown, Md., Sept. 19, 1963,
p.21) © 19Sep63; KK177134.

For sandwiches, for snacks, for toast,
use Batter Whipped Sunbeam thin-
king, thin-regular. (In The Oak
Ridger, Apr. 18, 1963, p.5)
© 18Apr63; KK174785.

Free, 4,000 silver dollars. Sunbeam
king size by Stroehmann. (In The
Scranton times, June 3, 1963)
© 3Jun63; KK174887.

Fresh twist, pony tail. Stroehmann
Sunbeam family style. (In Williams-
port sun-gazette, Apr. 3, 1963,
p.6) © 3Apr63; KK174780.

From our original 1900 recipe comes a
legend of a loaf, Grandma Schmidt's
Blue Ribbon bread. (In Bedford
County press, Apr. 25, 1963, p.8)
© 25Apr63; KK174778.

A gentle little squeeze can tell a
lot. Sunbeam king size by Stroeh-
mann. (In DuBois courier-express,
Apr. 22, 1963, p.7) © 22Apr63;
KK174782.

Grand old tune, great new bread,
Sunbeam Round 'n Round. (In Press,
Binghamton, N. Y., Oct. 9, 1963,
p.43) © 9Oct63; KK177129.

Here's convenience with a neat new
twist; Stroehmann Sunbeam pony tail,
fresh twist, wrapper. (In Berwick
enterprise, May 8, 1963, p.7)
© 8May63; KK174777.

Look, new and really different,
Schmidt Blue Ribbon round 'n round,
fabulous new round white bread.
(In Bedford County press, June 6,
1963, section 2, p.8) © 6Jun63;
KK175193.

A miracle of convenience, Stroehmann
easy open, easy seal label. Sun-
beam. (In The Evening times, Sayre,
Athens, South Waverly, Pa. & Waver-
ly, N. Y., Apr. 24, 1963, p.7)
© 24Apr63; KK174784.

New on-the-farm flavor. Schmidt's
Blue Ribbon enriched bread. (In
News-post, Baltimore, Sept. 17,
1963, p.6) © 17Sep63; KK177133.

New, really different; fabulous round
slices with locked in flavor.
Silvercup Round. (In Chicago
tribune, Sept. 13, 1963, p.9)
© 13Sep63; KK177128.

New, really different, fabulous round
slices with locked-in flavor.
Sunbeam Round 'n Round. (In Index-
journal, Greenwood, S. C., June 13,
1963, p.13) © 13Jun63; KK174890.

New, Stroehmann Sunbeam in the pony
tail wrap. (In Hazleton standard-
speaker, May 1, 1963, p.6)
© 1May63; KK174781.

No more loose ends, neat from start
to finish. Sunbeam king size by
Stroehmann. (In Olean times
herald, May 8, 1963, p.25)
© 8May63; KK174776.

Now on-the-farm goodness gets modern
convenience. Schmidt's Blue
Ribbon enriched bread. (In The
Morning herald, Hagerstown, Md.,
Sept. 12, 1963, p.16) © 12Sep63;
KK177136.

One gentle squeeze means so much.
Sunbeam king size by Stroehmann.
(In Tyrone daily herald, May 1,
1963, p.16) © 1May63; KK174779.

Only Sunbeam is Batter Whipped.
(In The Wilson daily times,
Sept. 16, 1963, p.9) © 16Sep63;
KK177135.

Play the music loud and clear, Sunbeam
Round 'n Round is here. (In
Lebanon daily news, Sept. 18, 1963,
p.17) © 18Sep63; KK177130.

Strike up the band, there's a great
new bread in town. Round 'n Round.
(In The Altoona mirror, Sept. 25,
1963, p.15) © 25Sep63; KK177131.

Sunbeam guarantees soft, fresh,
perfect rolls. (In Waterbury
American, June 10, 1963, p.22)
© 10Jun63; KK174885.

Sunbeam round enriched bread. One
half pound. © 11Sep63; KK176761.

Takes two to satisfy every taste and
only Sunbeam bakes 'em. (In
Post-bulletin, May 22, 1963, p.12)
© 22May63; KK174886.

There's more to this bread than good
looks, there's honest-to-goodness
bread flavor... in Batter Whipped
Sunbeam. (In The Charlotte observ-
er, Apr. 15, 1963, p.18) © 15Apr63;
KK174889.

Thinking about lots of sandwiches,
then thin-king is for you. Sunbeam.
(In The Knoxville journal, Apr. 26,
1963, p.23) © 26Apr63; KK174783.

To please you, your neighbor, too;
takes two, and only Sunbeam bakes
'em. (In Post-Bulletin, May 15,
1963, p.17) © 15May63; KK174888.

We drummed up thumpin' good Sunbeam
Round 'n Round. (In Lancaster
new era, Oct. 2, 1963, p.27)
© 2Oct63; KK177132.

R

RAGAN, REX.
Tax load or pay load? See ALLEN
AUTO LEASING CO.

RAMBUSCH DECORATING CO. ©
Annulite. DL-16--DL-17. Catalog
sheet. Appl. author: Edward
Rambusch. © 16Aug63; KK175470.
Domes. Contemporary 38". Appl. au-
thor: Edward Rambusch. © 3Jul63;
KK174556.
Quartzline units. Catalog no. MF-998-3.
Appl. author: Edward Rambusch.
© 3Jul63; KK174555.

RAND, TED.
Authentic Pendleton. See PENDLETON
WOOLEN MILLS.
Country clothes by Pendleton. See
PENDLETON WOOLEN MILLS.
Pendleton is a designing state of
mind. See PENDLETON WOOLEN MILLS.
Pendleton is a fresh state of mind.
See PENDLETON WOOLEN MILLS.
Pendleton is a going state of mind.
See PENDLETON WOOLEN MILLS.
Pendleton is a traveling state of
mind. See PENDLETON WOOLEN MILLS.

REALISTIC PRODUCTS CO. ©
Par Tu golf game. Instructions;
game rules. © 1Jul63; KK174986.

RED HEART PET FOODS, JOHN MORRELL & CO.
See MORRELL (JOHN) & CO. RED HEART
PET FOODS.

RED OWL STORES, INC. ©
Brownie mix. Add egg and water.
Net wt. 1 lb. Appl. author:
Michael J. McMahon. © 1Jun63;
KK175914.

Butter flavored honey grahams.
Net wt. one pound. Appl. author:
M. J. McMahon. © 31Jul63;
KK177684.

Creamy fudge flavor, frosting mix.
Net wt. 13 1/4 ozs. Appl. author:
Michael J. McMahon. © 15Jan63;
KK175818.

Finnazio's Italian style enriched
bread. Net wt. 1 1/2 lbs.
Appl. author: George Vickerman.
© 6Feb63 (in notice: 1962);
KK175742.

Flavoree butterscotch-vanilla ice
cream. Half gallon liquid. Appl.
author: Michael J. McMahon.
© 3Jun63; KK177158.

Frosting mix, creamy white. Net wt.
13 3/4 ozs. Appl. author: M.
J. McMahon. © 15Jan63; KK175818.

Red Owl cinnamon rolls, 8 rolls with
icing. Net weight 9 1/2 oz. Appl.
author: Michael J. McMahon.
© 17Jun63; KK176236.

Saltines. Net weight one pound.
Appl. author: M. J. McMahon.
© 31Jul63; KK177646.

REGAL KNITWEAR CO., INC. ©

I'm not really a prince. [Boy in
striped sweater; standing in front
of man] (In New York times maga-
zine, Aug. 5, 1962, p.40) © Regal
Knitwear Co., Inc.; 5Aug62;
KK175255.

REHBERG, EVA MARIE. ©

Hamburger Blutgericht. West Germany.
© 28Nov63; KK177293.

REILY (WILLIAM B.) & CO., INC. ©

Dark roast pure French style, Luzianne
coffee. Two pounds net weight.
© 1Apr63; KK177723.

Dark roast RT extra strong, Luzianne
coffee and chicory. Three pounds
net weight. © 1Apr63; KK177722.

Instant Luzianne coffee and chicory,
premium blend. 10 oz. © 1Jul63;
KK177718.

Luzianne instant tea, with malto-
dextrin. 3 ounces net weight.
© 1Dec63; KK177721.

Luzianne tea. 48 flow tea bags.
Net weight 3 3/4 oz. © 1Dec62;
KK177724.

Luzianne tea; orange pekoe and pekoe
black tea. 1/4 lb. © 1Nov61;
KK177720.

Luzianne tea. 12 family size, flow
tea bags. Net weight 3 oz.
© 1Aug63; KK177725.

Regular grind Luzianne coffee and
chicory. One pound net weight.
© 1Sep63; KK177719.

REIS, JEANNE. ©

Quaker Cousin Ruth, ten inch cloth
doll kit, style about 1800.
Kit consists of ready to cut and
stuff doll. © 29Jun63; KK174450.

REMCO INDUSTRIES, INC. ©

Dr. John Littlechap, father of the
Littlechap family. Style no.1400.
© 6Apr63; KK176648.

Judy Littlechap, big sister of the
Littlechap family. Style no.1100.
© 6Apr63; KK176650.

Libby Littlechap, kid sister of the
Littlechap family. Style no.1300.
© 6Apr63; KK176649.

Lisa Littlechap, mother of the
Littlechap family. Style no.1200.
© 6Apr63; KK176651.

The Littlechap family. Dr. John
Littlechap; Lisa, his wife; their
two daughters, 17 year old Judy and
10 year old Libby. Style no.1900.
© 6Apr63; KK176652.

- RENDINA, LEO. ©
Here they are, America's greatest racing qualifiers. [Ooo-gah, ooo-gah & 7 other emblems] © 1Nov63; KK176858.
- REPLOGLE GLOBES, INC. ©
New, Replogle true-to-life talking globe. Brochure. © 24Oct63; KK176862.
- REPUBLIC MOLDING CORP. ©
New, boilable Polly-Flex tumblers. No.128, 16 oz. Appl. author: Elon C. Olson. © 5Apr63; KK174438.
New Roto-Tray and better. Polly Flex. Appl. author: Richard Kruse. © 7Jan63; KK174441.
Republic Molding Corporation announces it's Republic's Polly-Flex promotion. Styrene crystal clear waste basket. Appl. author: Richard C. Klebbe. © 7Jun63; KK174439.
What's new in gardening? The new no.233 Polly-Flex Kaddy Carrier. Appl. author: Elon C. Olson. © 5Apr63; KK174440.
- RESTONIC CORP. ©
Silver anniversary sale. Flexoform mattress. (In House beautiful, Aug. 1963, p.14) Appl. author: Bozell & Jacobs, Inc. © 17Jul63; KK174830.
- REVLON, INC. ©
Don't go near the weather without Aquamarine. (In The New Yorker, Feb. 17, 1962, p.7) © 16Feb62; KK177421.
Even if you give only one manicure a day, you should read this. Nail enamel. (In American hairdresser, Aug. 1961, p.10-11) Appl. author: Warwick & Legler, Inc. © 1Aug61; KK174743.
If you disdain the mundane, shun the banal. Revlon's new Jungle Peach. (In Vogue, Apr 1963, p.18-19) Appl. author: Norman, Craig & Kummel, Inc. © 1Apr63; KK177194.
My face never felt so clean, my skin never looked so clear. Clean and Clear. (In Seventeen, Feb. 1962) © 2Jan62; KK176398.
Revlon creates the most fashion changing look since make-up was invented. Contempera. (In Seventeen, Nov. 1961, p.19) Appl. author: Warwick & Legler, Inc. © 1Nov61; KK174745.
Revlon lights up the night scene with a never-before evening make-up. Frosted Touch & Glow evening make-up collection. (In Vogue magazine, July 1963, p.9) Appl. author: Norman, Craig & Kummel, Inc. © 1Jul63; KK177192.
Revlon makes lipstick over, all the way. New Super-Lustrous II formula. (In Seventeen, Dec. 1961, p.18-19) Appl. author: Warwick & Legler, Inc. © 1Dec61; KK174744.
- REYNOLDS (R. J.) TOBACCO CO. ©
Salem softness freshens your taste with the smoothest flavor in cigarettes today. (In Atlanta Journal and Atlanta constitution, Sept. 1, 1963, p.5) © 1Sep63; KK175682.
- REYNOLDS MANUFACTURING CO.
Load distribution table for Reyco tandem model 21-4. (Bulletin no.TS67) © Reynolds Manufacturing Co., division of A. J. Industries; 12Aug63; KK176459.
- RHYTHMS PRODUCTIONS. ©
Motivations for modern dance. CC 610. By Ruth White. Illus. Signed: Maria Wallace. © 1Jun62; KK177161.
- RIBLET PRODUCTS, INC. ©
Riblet buildings; industrial, commercial, agricultural, educational. Steel fabricated rigid frame designs. © 18Jul63; KK176547.
Riblet buildings. Steel fabricated post-beam designs. © 18Jul63; KK176548.
- RICHARDS, AARON ALLEN. ©
Golden Keyboard Instrument of Operation Cosmic Consciousness. © 2Oct63; KK176713.
- RICHARDS MANUFACTURING CO. ©
Buckingham footplate hand drills; middle ear surgery instruments. Appl. author: Harry T. Treace. © 18Oct63; KK176532.
Constant-Aire tourniquet. No.1300. Appl. author: Harry T. Treace. © 30Sep63; KK176026.
- RICHARDSON, ERNEST. See E. R. ENTERPRISES.
- RIEGEL PAPER CORP. ©
Dixie breakfast eggs. (Design no.300-L) © 30Jul63; KK174904.
[Ice cream vendor] One pint liquid. (Design no.2038) © 19Aug63; KK177679.
Miller Bros. Creamery monthly feature ice cream. One pint liquid. (Design no.2028) © 26Apr63; KK174479.
[Napkin, plate & spoon] One gallon liquid. (Design no.2042) © 11Oct63; KK176806.
Nylons. S-14-6. © Riegel Paper Corp. (in notice: Lassiter); 7Sep62; KK175561.
Stewart's Spumoni ice cream. One-half gallon liquid. (Design no. 2040) © 16Oct63; KK176519.
Thriftway Super Markets grade A, large eggs. (Design no.299-L) © 1Aug63; KK174905.
Wesley's Quaker Maid ice cream; neapolitan. One pint liquid. (Design no.2030) © 21Jun63; KK174476.
- RIGER, ROBERT.
Will he gain ground like Jimmy Brown? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.
Will he keep cool under pressure like Julius Boros? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.
Will he reach the heights like Dolph Schayes? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.
Will he set world records like Bob Mathias? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.
Will he strike 'em out like Carl Hubbell? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.
Will there ever be an equal to Jim Thorpe? See EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES.
- RING BRINGS PIZZA, INC. ©
Pizza wallet menu. © 15Aug63; KK176094.
- RIO RANCHO ESTATES, INC. ©
American Realty and Petroleum Corp. presents a pictorial report on their newest sunland community; amazing land bargain in the suburbs of sunny Albuquerque, New Mexico. (In The New York Times, Oct. 27, 1963, p.10E) © 27Oct63; KK177102.
- Your own western size ranch estate for sunshiny, year round living; amazing land bargain, Rio Rancho Estates in the suburbs of sunny Albuquerque, New Mexico. © 15Oct63; KK176863.
- RIVAI PACKAGING CO.
Are you treating your dog like a walking garbage can? (In Daily news, New York, Oct. 22, 1963, p.45) Appl. author: Doyle Dane Bernbach, Inc. © Rival Packaging Co., division of Associated Products, Inc.; 22Oct63; KK176635.
Beware dogs. (In Chicago tribune, Nov. 12, 1963, p.18) Appl. author: Doyle Dane Bernbach, Inc. © Rival Packaging Co., division of Associated Products, Inc.; 12Nov63; KK177294.
- ROBBINS FLOORING CO.
Air-flow cove base; improved under floor ventilation for recreational, industrial and commercial buildings. Appl. author: John C. Fleming. © E. L. Bruce Co., Inc. (in notice: Robbins Flooring Co., subsidiary of E. L. Bruce Co.); 30Aug63; KK175827.
- ROBERTS, NATHAN M. ©
Confederate barbecue seasoning. Net wt. 12 oz. or more. © 10Jan63; KK174567.
- ROBINSON MANUFACTURING CO. ©
Durever Twenty seamless sheer nylons. Seamless, 2 pairs. Appl. author: Jean Higdon. © 5Jun63; KK174750.
- ROCHE, PHILIP. See NORHILL PRODUCTS CO.
- ROCKY MOUNTAIN METAL PRODUCTS CO. ©
Save time, serve more patients better, use modern multi-purpose RM equipment and electro-mechanical procedures. Art director: Gene Kramer. (In American journal of orthodontics, Oct. 1962, opposite index) © 15Oct62; KK174656.
- RODALE, J. I. ©
Little Red Riding Hood, or It shouldn't happen to a wolf, a humorous play for little girls and boys. The devil wants you to smoke. © 3Apr63; KK174347.
Mary Contrary, a comedy for young folks. © 3Apr63; KK174349.
Le pain de menage, a comedy in one act by Jules Renard, and Article 330, a play in one act by Georges Courteline. (A Rodale books foreign language record) © 3Apr63; KK174348.
- RODDENBERY (W. B.) CO., INC. ©
Happy Kids dill pickles. 1 pint, 6 fl. ozs. © 23May63; KK175157.
- ROMA-KOTE PAINT MANUFACTURING CO. ©
Exterior wall coating. © 1Jul63; KK175024.
High gloss enamels. © 1Jul63; KK175026.
House paint. © 1Jul63; KK175022.
Porch and floor. © 1Jul63; KK175021.
Teen tones. © 1Jul63; KK175027.
Tot tones. © 1Jul63; KK175025.
Wall paint. © 1Jul63; KK175020.
Windows, shutters and trim. © 1Jul63; KK175023.
- ROMA LABS. ©
Ra Mo Mint, germicidal & bacteriological deodorant. Appl. author: G. K. Oberdorff. © 1Jul63; KK176208.

- ROSKAM CO.
Ageratum. (Glorybloom's Showers of Flowers) © Glorybloom Garden Products, div. of Roskam Co.; 15Feb63; KK175998.
Aster. (Glorybloom's Showers of Flowers, no.12) © Glorybloom Garden Products, div. of Roskam Co.; 15Feb63; KK175994.
Dianthus. (Glorybloom's Showers of Flowers, no.10) © Glorybloom Garden Products, div. of Roskam Co.; 15Feb63; KK175995.
Gloriosa daisy. (Glorybloom's Showers of Flowers) © Glorybloom Garden Products, div. of Roskam Co.; 15Feb63; KK175997.
Larkspur giants. (Glorybloom's showers of Flowers) © Glorybloom Garden Products, div. of Roskam Co.; 15Feb63; K175996.
Petunias. (Glorybloom's Showers of Flowers, no.9) © Glorybloom Garden Products, div. of Roskam Co.; 15Feb63; KK175999.
- ROTHMAN, HARRY. See ROTHMAN (HARRY) INC.
- ROTHMAN (HARRY) INC.
And who shaves the barber? Hand-tailored, natural shoulder, Dacron and worsted suits. (In The New York Times, Apr. 30, 1963, p.17) © Harry Rothman, Inc. (in notice: Harry Rothman); 30Apr63; KK175547.
Buy 100 shares of Harry Rothman. Hand-tailored suits of English worsteds. (In The New York Times, Oct. 29, 1963, p.18) © 29Oct63; KK176639.
A fabulous saving for the man who knows the finest. A special group of hand-tailored worsted suits. (In The New York Times, Oct. 15, 1963, p.29) © 15Oct63; KK176464.
How does Harry Rothman do it? AT&T move over. (In The New York Times, Dec. 10, 1963, p.38) © 10Dec63; KK177412.
How does Harry Rothman do it? Confidential corporate report. Hand-tailored suits. (In The New York Times, Oct. 1, 1963, p.26) © 1Oct63; KK176070.
How does Harry Rothman do it? Sssh! We were born on Bleecker Street. (In New York Times, Nov. 29, 1963, p.34) © 29Nov63; KK177264.
How does Harry Rothman do it? Why is Winston going to the post office so often? (In New York Times, Dec. 17, 1963, p.27) © 17Dec63; KK177678.
An important notice to all the men who eagerly await our fabulous Columbus holiday discoveries. Suits of English tweed. (In The New York Times, Oct. 8, 1963, p.30) © 8Oct63; KK176214.
Is a great college tradition vanishing? Imported English tweed Ivy model suits. (In New York Times, Aug. 20, 1963, p.18) © 20Aug63; KK175278.
An old block off the chip. Suit story for the Ivy man. (In New York Times, Sept. 4, 1963, p.26) © 4Sep63; KK175602.
Out-of-town papers, please copy. (In New York Times, Oct. 22, 1963, p.20) © 22Oct63; KK176521.
Starts today. Twist tweed suits. (In The New York Times, Nov. 11, 1963, p.28) © 11Nov63; KK176941.
- ROYAL. See ROYAL STATIONERY CO.
- ROYAL CROWN COLA CO. ©
You go fresher with RC, goingest cola of the leading three. [Endorsed by Bob Smyth] (In Family circle, Sept. 1963, p.65) Appl. author: D'Arcy Advertising Co. © 20Aug63; KK175183.
- ROYAL MCBEE CORP. ©
A matchless new expression of a famous tradition; the new Royal for '62. (In U. S. news & world report, Mar. 5, 1962, p.92) © 5Mar62; KK175479.
- ROYAL MACHINE & TOOL CORP. ©
Grip-lock chuck jaws and special holding devices. (Bul. JR 963) Appl. author: John L. Ruscio. © 12Sep63; KK175750.
- ROYAL STATIONERY CO.
Cruisair. 10 labels [including] Madrid, Istanbul, Copenhagen. © Royal a.a.d.o. Royal Stationery Co.; 30Jun63; KK176370.
- RUBBERMAID, INC. ©
Aztec Kar-Rugs for Studebaker Corporation built cars. © 28Oct63; KK176808.
Battery box, with special adjustable divider. No.96-2987. © 17Jun63; KK174333.
Big 1963 fall special. (Fall promotion of no.7035 Rubbermaid bathtub mat) No.7035 Rubbermaid Saf-Step bathtub mat. Catalog page. © 14Jun63; KK174334.
Build traffic, profits with Rubbermaid's big fall special; free, this Rubbermaid vanity wastebasket with purchase of no.7042 Rubbermaid Safti-Grip bathtub mat. (Fall promotion of no.7042 Rubbermaid bathtub mat and no.2952 vanity wastebasket) Catalog page. © 12Jun63; KK174335.
Cash in on don't be a litter bug publicity. Kar-Tainer litter basket. [Catalog page] Appl. author: Robert W. Loos. © 20Sep63; KK175862.
Citation Kar-Rug. (Universal fit, twin mat set) [Catalog page] Appl. author: Robert W. Loos. © 20Sep63; KK175861.
Compact, self-selling display fixtures for Rubbermaid base cabinet storage line. Catalog page. © 19Jun63; KK174337.
Coronado custom floor mat. (In Automotive chain store, July 1963, p.9) Appl. author: Robert W. Loos. © 25Jul63; KK174765.
Double duty lid, fits no.2955 wastebasket and no.2960 busy bucket. No.2961. © 16Sep63; KK176083.
8 ways to convenient, organized kitchen cabinet storage, all Rubbermaid. © 24Jul63; KK175006.
Exclusively for new car dealers, Aztec clear Vyluxe Kar-Rugs with just a touch of color. Appl. author: Robert W. Loos. © 13Dec63; KK177758.
Heat-proof dish drainer. No.6021. © 5Jul63; KK175271.
Heat proof dish drainer. No.6027. © 7Sep63; KK176085.
Heat-proof dish drainer. No.6072. © 15Jul63; KK174851.
Increase Kar-Rug sales, by displaying. [Catalog page] Appl. author: Robert W. Loos. © 20Sep63; KK175863.
Krestliner Kar-Rugs, Kompact Kar-Rugs. (The custom-fit line) [Catalog page] Appl. author: Robert W. Loos. © 20Sep63; KK175859.
New, double duty display Rubbermaid hamper fixture, no.0797. Catalog page. © 19Jun63; KK174338.
- New Rubbermaid family-size cake cover. Catalog page. © 28Jun63; KK174850.
New, super-sanitary rubber bristles. Rubbermaid toilet bowl brush. © 14Oct63; KK176807.
0911 bath center for variety chain stores. Catalog page. © 27Jun63; KK174849.
Rubbermaid announces a sales proven product assortment program at 40% off. Assortment no.8889. Catalog page. © 12Jul63; KK174852.
Rubbermaid steel reinforced laundry basket, the best you can buy. No.2967. © 10Oct63; KK176184.
Self-Kushion merchandising display fixture no.0819. Catalog page. © 19Jun63; KK174336.
Sink mat. No.1291. © 16Sep63; KK176084.
Spring special, Rubbermaid Shelf-Kushion. © 12Dec63; KK177729.
Stay-put sink stopper. No.2102. © 16Sep63; KK176082.
Twin sink dish drainer. No.6008. © 5Aug63; KK175007.
Ventura Kar-Rug. (Universal fit, twin mat set) [Catalog page] Appl. author: Robert W. Loos. © 20Sep63; KK175860.
- RUBINSTEIN (HELENA) INC. ©
Coming this fall, Helena Rubinstein's fabulous Boutique promotion. C'est magnifique, say Boutique. New, slim, Paris-inspired lipstick and liner in one. (In Beauty fashion magazine, Aug. 1963, p.40) © 9Aug63; KK175918.
Helena Rubinstein announces new, Herbessence Skin Life mask. (In Harper's bazaar, July 1963, p.34) © 1Jul63; KK174554.
Let's talk about your skin, by Helena Rubinstein. New designs for beauty. Bio-Cleanser. (In Seventeen, Jan. 1962, p.32) © 31Dec61 (in notice: 1962); KK174713.
New, the exclusive dimensional make-up; brings your prettiest features into focus. Silk Fashion liquid make-up. (In Glamour, Sept. 1963, p.75) © 20Aug63; KK177611.
New, the first mascara and lash builder in one. Long-Lash. (In Sunday news, May 5, 1963, p.123) © 5May63; KK174631.
Now, see your skin glow with new aliveness; Herbessence Skin Life cream by Helena Rubinstein. (In Vogue, Sept. 1, 1963, p.236-239) © 1Sep63; KK176045.
Read the true facts, why some women look young at 50. Ultra Feminine. (In Reader's digest, Oct. 1963, p.265) © 24Sep63; KK176475.
Whatever your complexion problem, Helena Rubinstein has exactly the right beauty preparation for it. Clear and Lovely medicated make-up. (In Ingenua, Sept. 1963, p.11) © 22Aug63; KK176098.
Whatever your complexion problem Helena Rubinstein has the right beauty preparation for you. (In Ingenua magazine, Oct. 1963, p.14) NM: additions. © 19Sep63; KK176711.
A woman's mustache. (In The Los Angeles Times, June 7, 1962, p.6) © 7Jun62; KK176001.
- RUST-OLEUM CORP. ©
Ah! ah! it's fresh. Stops Rust. (Wet sign ah! ah! it's fresh, form no.180R) Appl. author: Robert A. Fergusson. © 16Apr62; KK175332.
Cool, Rust-Oleum green aluminum. Stops Rust. (Spring window streamer, form no.6232) Appl. author: Robert A. Fergusson. © 28Mar62; KK175329.
- ROVER MOTOR CO. OF NORTH AMERICA. ©
Mk. II Rover, car woman can step into without skootching. (In The New Yorker, Sept. 7, 1963, p.75) Appl. author: Freeman & Gossage, Inc. © 7Sep63; KK177165.

RUST-OLEUM CORP.-Con.

- 18 Rust-Oleum colors, 101 uses. (Spring window streamer, form no.6230) Appl. author: Robert A. Fergusson. © 28Mar62; KK175331.
- 101 uses. Stops Rust. (Spring window streamer, form no.6233) Appl. author: Robert A. Fergusson. © 28Mar62; KK175328.
- Snaps rusty metal back to life; Stops Rust. (Fall window streamer, form no.6234) Appl. author: Robert A. Fergusson. © 28Mar62; KK175493.
- Stops rust; 18 colors. (Fall window streamer, form no.6236) Appl. author: Robert A. Fergusson. © 28Mar62; KK175492.
- Stops Rust. (English window streamer, form no.6231) Appl. author: Robert A. Fergusson. © 28Mar62; KK175330.
- We have it, 18 colors. Stops Rust. (Spring window streamer, form no.6229) Appl. author: Robert A. Fergusson. © 28Mar62; KK175327.
- White Galvinoxoleum really sticks to galvanized gutters. (Fall window streamer, form no.6235) Appl. author: Robert A. Fergusson. © 28Mar62; KK175494.

RUTLAND TOOL & SUPPLY CO., INC. ©
Machine shop supplies and equipment.
56 p. (Catalog no.8163) NM:
additions & revisions. © 1Aug63;
KK176012.

S

SAALFIELD PUB. CO.

- Chipmunks trace and color. See BAGDASARIAN, ROSS.
- Flannel board play with Woody Woodpecker and his friends. See LANTZ (WALTER) PRODUCTIONS, INC.
- Kissy, a paper doll 24" tall. See IDEAL TOY CORP.
- Preschool picture puzzles. See LANTZ (WALTER) PRODUCTIONS, INC.
- Woody Woodpecker's art gallery. See LANTZ (WALTER) PRODUCTIONS, INC.

SAFE-T-PACIFIC BAKING CO. ©

- Scoopy's Safe-T crazy cones; giant crazy pack. (24 crazy cones) 24 ice cream cones. NM: "new pictorial matter." © 11Jun57 (in notice: 1955); KK171139.

SAFE-T PACIFIC CO. ©

- Scoopy's 80 Tuff Tip brand flexible straws. © 8Feb63; KK176855.

SAFEWAY STORES, INC. ©

- Petite Slice brand bread, baked without shortening of any kind. Skylark. Standard loaf, minimum net weight 15 oz. © 24Sep63; KK177062.

ST. CHRISTOPHER DIST. CO., INC. ©

- Guardian angel, watch over me. Appl. author: Nicholas Gisondi. © 26Feb63; KK175109.
- Lord, make me an instrument of Thy peace. Appl. author: Nicholas Gisondi. © 26Feb63; KK175110.

ST. REGIS PAPER CO. ©

- Cartonology brings about more efficient packaging by approaching the package or carton as thoughtfully as you do your own product. (In Packaging engineering, July 1963, p.30-31) Appl. author: Cunningham & Walsh. © 1Jul63; KK175258.
- Cartonology is the search for new ways to improve paper, board and other packaging materials. (In Packaging, Nov. 1963, p.12-13) Appl. author: Cunningham & Walsh, Inc. © 1Nov63; KK176871.

ST. REGIS PAPER CO. GULF CARTON DIVISION. ©

- Blue Ribbon ice cream, vanilla. One half gallon liquid. (Design 319-G) Appl. author: Thomas L. Lang, Jr. © 26Jun63; KK176130.
- Meadow Gold old fashioned chocolate fudge ripple ice cream. Contents one half gallon liquid. (Design 404-G) Appl. author: Thomas L. Lang, Jr. © 17May63; KK176131.
- Vanity brand vanilla ice milk. Contents one half gallon liquid. (Design 318-G) Appl. author: Thomas L. Lang, Jr. © 25Jun63; KK176129.

SAKRETE, INC.

- B. B. Gunn, big game hunter. See CAMPBELL PRODUCTS.
- D. Youngman, trapeze artist. See CAMPBELL PRODUCTS.
- Everybody's an expert with Sakrete ready-to-use mixes. See CAMPBELL PRODUCTS.
- I. Sing High, operatic tenor. See CAMPBELL PRODUCTS.
- Salty Fathoms, deepsea diver needs much less water for plastering with Sakrete plaster mix. See CAMPBELL PRODUCTS.

SALERNO-MEGOWEN BISCUIT CO. ©

- Bonnie Shortbread cookies. Net wt. 11 ozs. © 17Aug63; KK176515.

SALES PROMOTIONS, INC. ©

- Father's Day, June 21. [Father holding young daughter; father with wrapped present & daughter holding trophy of male with "DAD" printed on base] © 8Oct63; KK176517.
- Mother's Day, May 10. [Mother holding young boy; mother with wrapped present & boy holding trophy of female with "MOM" printed on base] © 8Oct63; KK176516.

SAN DIEGO NUT CO.

- Peanuts R nutritious, 500,000 monkeys can't be wrong. © San Diego Nut Co., Leon Tetlow, owner; 26Aug63; KK175522.

SARONG, INC. ©

- Criss-cross cotton bra. DL 400, 4-63-403. © 21May63; KK176197.
- Criss-cross zippered girdle; slims, shapes and controls you with a glorious no-girdled feeling. © 10Aug63; KK176452.
- For the active woman, Sarong criss-cross bras and girdles. © 10Aug63; KK176455.
- Never before, a light, cool cotton bra with the comfort and freedom of an all elastic bra; introducing the new Sarong criss-cross cotton bra. (In The New York times, June 10, 1963, p.35) Appl. author: Young & Rubicam, Inc. © 10Jun63; KK176295.
- Never before so many features in one bra, new Sarong criss-cross lace cup cotton bra. New Sarong style 436. © 10Aug63; KK176456.
- New Sarong criss-cross girdle and bra TV commercial. (Code no.TV/TL-JKT) © 10Aug63; KK176454.
- New Sarong, Jr., criss-cross pull-on girdle. DL 100, 4-63-54. © 21May63; KK176198.
- New Sarong, Jr., criss-cross pull-on panty girdle. DL 100, 4-63-55. © 21May63; KK176200.
- Save up to \$2.00 sale, P. N. practical front. © 10Aug63; KK176453.
- This certificate worth \$1.00 to our charge account customers. Criss-cross girdles. © 10Aug63; KK176451.

You're the star attraction in a Sarong criss-cross bra and girdle. New style 436 lace cup cotton bra. © 10Aug63; KK176457.

SAVETTE CLUB. See BROWN, WARREN M.

SAVINGS & LOAN FOUNDATION, INC. ©

- Emblems of security. (In American Bar Assn. Journal, July 1963, p.3 of cover) Appl. author: McCann-Erickson, Inc. © 1Jul63; KK175291.
- How to get ready for a happy retirement. (In The Reader's digest, Oct. 1963) Appl. author: McCann-Erickson, Inc. © 20Sep63; KK177259.
- It doesn't happen any more. (In Journal of the American Dental Assn., Sept. 2, 1963, p.217) Appl. author: McCann-Erickson, Inc. © 3Sep63; KK175869.
- Pick a house, any house. (In Life, Aug. 16, 1963, p.12) Appl. author: McCann-Erickson, Inc. © 12Aug63; KK175868.
- financial security. Savings account. (In The AMA news, Sept. 16, 1963, p.7) Appl. author: McCann-Erickson, Inc. © 16Sep63; KK176725.
- Thanks a hundred billion. (In The Reader's digest, Sept. 2, 1963) Appl. author: McCann-Erickson, Inc. © 21Aug63; KK175870.
- Whatever you're saving for, where you save does make a difference. (In The Saturday evening post, Feb. 23, 1963, p.76-77) Appl. author: McCann-Erickson, Inc. © 19Feb63; KK175267.
- You can relax when your investments manage themselves. (In Journal of the American Dental Assn., July 1963) Appl. author: McCann-Erickson, Inc. © 1Jul63; KK175292.

SCHENLEY DISTILLERS CO. ©

- Fans who go for the long ball go for Schenley reserve. (In World series program, Oct. 1963, p.14) © 10Oct63; KK177462.
- How to give a man's party. © 22May63; KK176105.
- How to give exotic parties; Schenley Reserve. © 22May63; KK176108.
- How to give western barn dance and hoedown parties; Schenley Reserve. © 22May63; KK176109.
- If you're talking quality, age, and profit, what Canadian talks your language like Imported O. F. C.? (O. F. C. talks your language) (In Beverage retailer weekly, New Jersey ed., Oct. 28, 1963, p.13) © 28Oct63; KK177463.
- Imported Canadian whisky. O. F. C. for your favorite V. I. P. (In Evening sentinel, Keene, N. H., Oct. 23, 1963, p.6) © 23Oct63; KK177201.
- O. F. C. puts its age in writing to help you seal the sale. (In New Jersey beverage journal, Oct. 1963, p.43) © 10Oct63; KK177389.
- Sailing, sunset, Schenley; Schenley Reserve, the life of your party. (In The Plain dealer, Cleveland, May 28, 1963, p.4) Appl. author: Norman, Craig & Kummel, Inc. © 28May63; KK174541.
- Schenley Reserve puts life in costume parties. © 22May63; KK176107.
- Schenley Reserve sends summer sales soaring. (In Michigan beverage news, June 3, 1963, p.15) Appl. author: Norman, Craig & Kummel, Inc. © 3Jun63; KK174542.
- Scores smoothly; after the game enjoy Schenley Reserve, the life of your party. (In Madison Square Garden basketball program, Oct. 17, 1963, p.12-13) © 17Oct63; KK177388.

- Scores, success, and Schenley. Schenley Reserve. (In Baltimore Colts official program, Sept. 15, 1963, p.20) © 15Sep63; KK177198.
- Settings, servings and Schenley Reserve, the life of your party. © 22May63; KK176106.
- Springtime, spareribs and Schenley. Schenley Reserve, the life of your party. (In The Evening bulletin, Philadelphia, Apr. 4, 1963, p.29) Appl. author: Norman, Craig & Kummel, Inc. © 4Apr63; KK174647.
- Steaks, sociability and Schenley; Schenley Reserve, the life of your party. (In Ebony, July 1963, p.21) Appl. author: Norman, Craig & Kummel, Inc. © 1Jul63; KK174543.
- Superb quality, slowly-aged Schenley. Sell with Schenley Reserve, and put life in your sales. (In Massachusetts beverage journal, Oct. 1963, p.7) © 10Oct63; KK177464.
- Welcome aboard; Schenley Reserve puts life in your nautical party. © 22May63; KK176110.
- SCHENLEY IMPORTS CO. ©**
Dubonnet's showcase of stars, all working for you. (In Connecticut beverage journal, June 1963, p.4 of cover) Appl. author: Norman, Craig & Kummel, Inc. © 1Jun63; KK174318.
- From the world of Schenley Imports, World Series scoreboard. White Label, Dewar's Scotch whisky. (In Daily news, New York, Oct. 2, 1963, p.10 & 75) Appl. author: Otto Kleppner. © 20Oct63; KK176850.
- How to weigh MacNaughton quarts against other Canadian quarts. (In Daily news, New York, Oct. 7, 1963, p.44) Appl. author: Otto Kleppner. © 7Oct63; KK176892.
- How to weigh the worth of an imported whisky. Imported MacNaughton Canadian whisky. (In The Detroit news, Sept. 26, 1963, p.20-A) Appl. author: Otto Kleppner. © 26Sep63; KK176891.
- If your forefathers came over on the Mayflower drink your original hometown drink, Plymouth gin. It all starts with Plymouth gin. (In Haledon record, Passaic, N. J., June 26, 1963, p.28) Appl. author: Dan Goldstein. © 26Jun63; KK175784.
- Imported MacNaughton Canadian whisky weighs in with a major price reduction. (In Maryland-Washington-Delaware beverage journal, Oct. 1963, section 2, p.36) Appl. author: Otto Kleppner. © 10Oct63; KK176852.
- Ohio's fastest growing Canadian whisky; compare, see why MacNaughton is your profit leader. (In Ohio tavern news, May 28, 1963, p.6) Appl. author: Otto Kleppner. © 28May63; KK174545.
- The profit flag is flying, Ron Carioca post-off. Puerto Rican rum. (In Beverage media, May 1963, p.135) Appl. author: Mogul, Williams & Saylor, Inc. © 1May63; KK174546.
- Profit from the wonderful world of Schenley imports. (In Beverage media, metropolitan ed., Oct. 1963, p.4 of cover) Appl. author: Otto Kleppner. © 10Oct63; KK176111.
- Save \$2.50 per bottle, half gallons. White Label Dewar's Scotch whisky. (In Los Angeles times, May 31, 1963, pt.1, p.10) Appl. author: Otto Kleppner. © 31May63; KK174317.
- Schenley Imports Co. is calling to salute the NLSA on their national convention in Washington, D. C. (In Seaboard beverage journal, May 1963, p.37) Appl. author: Otto Kleppner. © 1May63; KK174547.
- Welcome guest the world over. White Label and Ancestor Dewar's Scotch whiskys. (In The Cleveland press, Oct. 24, 1963, p.B1) Appl. author: Otto Kleppner. © 24Oct63; KK176978.
- Welcome guest the world over. White label Dewar's Scotch whisky. (In The Diplomat magazine, Oct. 1963, p.4 of cover) Appl. author: Otto Kleppner. © 10Oct63; KK176227.
- White Label Dewar's makes Scotch history on 1/2 gallons. (In Beverage industry news, May 15, 1963, p.20) Appl. author: Otto Kleppner. © 15May63; KK174319.
- White Label, Dewar's Scotch whisky; save \$2.50, half-gallons. (In Baltimore news-post, Oct. 24, 1963, p.12C) Appl. author: Otto Kleppner. © 24Oct63; KK176849.
- SCHENLEY INDUSTRIES, INC. ©**
This season give Schenley brands. © 8Nov63; KK177385.
- SCHICK, INC. ©**
Imagine an electric shaver with a surgical stainless steel head for sharpness. New Shick Magna Power. (In Look, Nov. 5, 1963, p.49) Appl. author: Norman, Craig & Kummel, Inc. © 22Oct63; KK176723.
- It's a pleasure to spend so little time with a Schick. New Schick Petite Salon hairdryer. (In Life, Nov. 15, 1963, p.7) Appl. author: Norman, Craig & Kummel, Inc. © 11Nov63; KK177073.
- Just like drying your hair in the fresh desert air. The new Schick Le Salon professional hairdryer. (In Life, Nov. 1, 1963, p.7) Appl. author: Norman, Craig & Kummel, Inc. © 28Oct63; KK177283.
- Santa, is it true Schick makes the only electric shavers with heads of surgical stainless steel? (In Esquire, Dec. 1963, p.26) Appl. author: Norman, Craig & Kummel, Inc. © 14Nov63; KK177693.
- This Christmas give her an electric shaver that really works. New Crown Jewel. (In Life, Dec. 6, 1963, p.116) Appl. author: Norman, Craig & Kummel, Inc. © 2Dec63; KK177694.
- SCHIEFFELIN & CO. ©**
What's making the trend to Teacher's? Word of mouth. (In Liquor store, Sept. 1963, p.51) Appl. author: Donahue & Coe, Inc. © 3Sep63; KK177410.
- What's making the trend to Teacher's? Word of mouth. (In The New Yorker, Sept. 21, 1963, p.103) Appl. author: Donahue & Coe, Inc. © 19Sep63; KK177409.
- SCHLESINGER, SYLVIA NELSON. ©**
Egg coloring unlimited; we supply the tools, you supply the talent. © 29Oct63; KK176691.
- SCHLITZ (JOSEPH) BREWING CO. ©**
Are there any more at home like you? (In Playboy, Jan. 1964, p.4 of cover) © 15Dec63 (in notice: 1964); KK177754.
- SCHMID (JULIUS) INC. ©**
In vaginal trichomoniasis alone or in a mixed infection. Vagiscel liquid. NM: "new textural matter." © 15Jul63; KK174630.
- SCHMIDT (C.) & SONS, INC. ©**
Handiest way to beat the heat; in E-Z open cans. (In Journal, Wilmington, Del., Aug. 13, 1963) Appl. author: Ted Bates & Co., Inc. © 13Aug63; KK176263.
- Now enjoy full taste beer in new pull 'n'pour cans. [Endorsed by Ed Borow] (In Baltimore sun, June 26, 1963, p.C15) Appl. author: Ted Bates & Co., Inc. © 26Jun63; KK176262.
- Time for fun, time for Schmidts of Philadelphia, the full taste beer. Fishing illustrations. (In Look, July 2, 1963, p.82g) Appl. author: Ted Bates & Co., Inc. © 18Jun63; KK176261.
- SCHMIDT LITHOGRAPH CO. ©**
H1 Fashion ice milk. One half gallon. © 1May63; KK174535.
- SCHOEN, EARL.**
You can drive a new car every year. Schoen Pontiac Plaza. © E. Schoen; 3Mar63; KK175706.
- SCHOLL MANUFACTURING CO., INC. ©**
V1-Ex Foam, a new patented open cell skeleton reinforced vinyl foam. (Bulletin no.2) Appl. author: William M. Scholl. © 24Aug63; KK175609.
- SCHWEN ICE CREAM & CANDY CO. ©**
Favor-it chocolate ice cream. Half gallon liquid. Appl. author: Maurice E. Schwen. © 1Dec62 (in notice: 1963); KK176921.
- Favor-it neapolitan ice cream. Half gallon liquid. Appl. author: Maurice E. Schwen. © 1Dec62 (in notice: 1963); KK176922.
- Favor-it vanilla ice cream. Half gallon liquid. Appl. author: Maurice E. Schwen. © 1Dec62 (in notice: 1963); KK176935.
- SCIENTIFIC AMERICAN, INC. ©**
Scientific American, prospectus: technology and economic development, September 1963. 1 v. © 13May63; KK175340.
- SCOTT (O. M.) & SONS. See SCOTT (O. M.) & SONS CO.**
- SCOTT (O. M.) & SONS CO.**
Let's face it, some lawns just aren't worth saving. Erase. (In Look, Sept. 26, 1961, p.54c) © O. M. Scott & Sons Co. (in notice: O. M. Scott & Sons); 26Sep61; KK177612.
- SCRIPTURE PRESS PUBLICATIONS, INC. ©**
Bible-based, Christ-centered, departmentally graded, pupil related. (In Christian life, Apr. 1963, p.2-3) © 1Apr63; KK175178.
- Today, everything needed for your total church program. © 12Apr63; KK176242.
- Total church program prospectus. © 9Aug63; KK176243.
- SCURICH, BOB. See SCURICH, STEPHEN.**
- SCURICH, STEPHEN.**
Valley Rose. Top to bottom, out of this world, always tops. © Stephen Scurich (Bob Scurich); 19Mar63; KK176031.
- SEA & SKI CO.**
New Tanfastic dark-tanning oil. 4 fl. oz. net. © Sea & Ski Co., div. of Botany Industries, Inc.; 1Mar63; KK174519.
- SEALY, INC. ©**
Choose the comfort that you like best. Extra firm Sealy Posturepedic; gently firm Sealy Princess Posturepedic. (In Good housekeeping, Nov. 1963, p.227) Appl. author: Earle Ludgin & Co. © 18Oct63; KK176543.

- SEALY, INC.-Con.
Guaranteed twice; for satisfaction, for value. (In Life, July 12, 1963, p.42-43) Appl. author: Earle Ludgin & Co. © 8Jul63; KK176378.
- Home trial offer. Your morning is as good as your mattress, Sealy Posturepedic. (In Look, July 2, 1963, p.56-57) Appl. author: Earle Ludgin & Co. © 25Jun63; KK176381.
- New easy change-over kit does it Now, Sealy can make any double bed fit the extra big size Posturepedic you want. (In Ladies' home journal, Sept. 1963, p.93) Appl. author: Earle Ludgin & Co. © 31Aug63; KK176014.
- Posturepedic has relieved my backache and I don't feel worn out when I arise. When ... many doctors suggest a Sealy Posturepedic mattress. (In MD, Aug. 1963, p.103) Appl. author: Earle Ludgin & Co. © 1Aug63; KK177312.
- Sealy matchmaker hollywood sleep center. (In House & garden, Aug. 1963, p.12-13) Appl. author: Earle Ludgin & Co. © 20Jul63; KK176379.
- Sleep better and also feel better in the morning; for you and your patients, Sealy Posturepedic, the extra firm mattress. (In Journal of the American Medical Assn., Oct. 26, 1963, p.256) Appl. author: Earle Ludgin & Co. © 24Oct63; KK177313.
- Your morning is as good as your mattress. Sealy Posturepedic. (In Ebony, Oct. 1963, p.139) Appl. author: Earle Ludgin & Co. © 19Sep63; KK176541.
- Your morning is as good as your mattress. Sealy Posturepedic. (In Reader's digest, Sept. 1963, p.206) Appl. author: Earle Ludgin & Co. © 21Aug63; KK176380.
- Your morning is as good as your mattress. Sealy Posturepedic is the no-morning-backache. (In Reader's digest, Oct. 1963, p.11) Appl. author: Earle Ludgin & Co. © 21Sep63; KK176542.
- SEATTLE BROADCASTING CO., INC. ©
How to kill a dragon dead. A complete KOL dragon-slayers kit. (In Seattle post-intelligencer, Nov. 17, 1963, p.11) Appl. author: Robert James Willey. © 17Nov63; KK177319.
- SECO, INC. ©
There goes another Seco. Seco Mobile Mill. (In Feed merchant, Aug. 1963, p.51) © 1Aug63; KK175896.
- SEGO, MICKEY A. ©
Fill-it-in sport cartoon. One for the money, two for the show. © 1Apr63; KK175342.
- SELCHOW & RIGHTER CO. ©
Crossroads, a game of buildings and blocks. No.53. © 8May63; KK174673.
- Interstate highway, the SelRight travel game. No.54. © 8May63; KK174674.
- SERTA ASSOCIATES, INC. ©
Serta celebrates a major quality break-through; now, nation-wide introductory sale, new Serta Ortholux mattresses. (In Life, July 12, 1963, p.70-71) Appl. author: Tatham-Laird, Inc. © 12Jul63; KK174716.
- SEVEN-UP CO. ©
Don't give up an inch, take a foot; get more facings in every outlet.
- Chuckles from the route. © 3Sep63; KK175828.
- Drive for the big mobile market; to bigger sales. Chuckles from the route. © 1Jul63; KK174756.
- First diet drink that really quenches. Like. (In San Francisco chronicle, Aug. 27, 1963, p.11) Appl. author: J. Walter Thompson Co. © 27Aug63; KK175538.
- Get real action, 7-Up your thirst away. (In Des Moines register tribune, Aug. 4, 1963, magazine section, p.3) Appl. author: J. Walter Thompson Co. © 4Aug63; KK175511.
- Get real action. 7-Up your thirst away. (In The Saturday evening post, Oct. 12, 1963, p.7) Appl. author: J. Walter Thompson Co. © 8Oct63; KK176812.
- It's later than you think for booking holiday displays. Chuckles from the route. Produced by Vic Herman Studio. © 1Nov63; KK177180.
- The man's mixer for those who enjoy the taste of good whiskey. (In Sports illustrated, Oct. 14, 1963, p.38) Appl. author: J. Walter Thompson Co. © 10Oct63; KK176811.
- Need alley-oop? (In Better homes and gardens, Sept. 1963, p.35) Appl. author: J. Walter Thompson Co. © 15Aug63; KK175508.
- Put more muscle in 7-up merchandising ... with all-package display. Chuckle from the route. Produced by Vic Herman Studio. © 1Aug63; KK175256.
- 7-Up, the man's mixer, for those who enjoy a gin collins that's hearty. (In Sports illustrated, Aug. 12, 1963, p.48) Appl. author: J. Walter Thompson Co. © 8Aug63; KK175510.
- Thirst got you off balance? (In The Saturday evening post, Aug. 10-17, 1963, p.77) Appl. author: J. Walter Thompson Co. © 6Aug63; KK175509.
- Want to get unthirsty? (In Better homes & gardens, July 1963, p.17) Appl. author: J. Walter Thompson Co. © 15Aug63; KK175011.
- Whether it's folk singing or a charity bridge party, 7-Up belongs at special news events. Chuckles from the route. Produced by Vic Herman Studio. © 10Oct63; KK176394.
- SHANK, PAUL V. ©
French Quarter presents Lee Colvin with pop'n corn. © 10Oct63; KK176215.
- SHEAFFER (W. A.) PEN CO. ©
Christmas, 21st century, and you can still be writing with your 1963 gift, the Sheaffer Lifetime pen. (In Time, Dec. 13, 1963, p.4) Appl. author: Hal Giesecking. © 13Dec63; KK177731.
- How to make a jr. executive feel like the chairman of the board. Desk set by Sheaffer. (In The New Yorker, Nov. 30, 1963, p.107) Appl. author: Peg Jostedt. © 30Nov63; KK177733.
- How to say merry Christmas to a client accustomed to the very finest; desk set by Sheaffer. (In National geographic magazine, Nov. 1963, p.4 of cover) Appl. author: Peg Jostedt. © 1Nov63; KK177118.
- How to thank your director of research. Desk set. (In The New Yorker, Oct. 12, 1963, p.79) Appl. author: Peg Jostedt. © 12Oct63; KK176772.
- Magnificent or magnificent, Sheaffer makes your Christmas business gift meaningful. (In The Wall Street journal, Oct. 9, 1963, p.5) Appl. author: Peg Jostedt. © 9Oct63; KK176770.
- We ascribe beauty to that which is simple, which has no superfluous parts, which exactly answers its end. New custom desk accessories. (In Time, Nov. 22, 1963, p.LAR2) © 22Nov63; KK177734.
- When you travel with an electronic translator, you can still be writing with your 1963 gift: the Sheaffer Lifetime pen. (In Time, July 19, 1963, p.35) Appl. author: Hal Giesecking. © 19Jul63; KK175796.
- When you vote for a white Christmas, you can still be writing with your 1963 gift, the Sheaffer Lifetime pen. (In Time, Nov. 29, 1963, p.8) Appl. author: Hal Giesecking. © 29Nov63; KK177735.
- When you warm or cool your suit electronically, you can still be writing with your 1963 gift, the Sheaffer Lifetime fountain pen. (In The New York times magazine, May 5, 1963, p.28) Appl. author: Hal Giesecking. © 5May63; KK175004.
- When your ring tape records meetings, you can still be writing with your 1963 gift, the Sheaffer Lifetime fountain pen. (In The New York times magazine, May 19, 1963, p.34) Appl. author: Hal Giesecking. © 19May63; KK175002.
- When your sunglasses photograph your vacation, you can still be writing with your 1963 gift, the Sheaffer Lifetime fountain pen. (In The New York times magazine, Apr. 28, 1963, p.37) Appl. author: Hal Giesecking. © 28Apr63; KK175003.
- Which calling card will this insurance prospect keep? (In Rough notes, June 1963, p.104) Appl. author: Hal Giesecking. © 1Jun63; KK175803.
- SHEPARD, E. H.
Pooch's birthday book. See DUTTON (E. P.) & CO., INC.
- SHIRL RECORD CO. ©
Shirl records. Coat of arms. 45 R.P.M. Appl. author: James W. Willard, Jr. (Jimmy Willard) © 9Sep63; KK176176.
- SHOEMAKER, LEROY T. See ATA SYSTEM.
- SHOW-HOUSE, INC. ©
Best in the house. Continental Can Co. (106) (In Good housekeeping, May 1963, p.152-153) Appl. author: Jule R. von Sternberg. © 18May63; KK177740.
- Best in the house. Continental Can Co. (108) (In Good housekeeping, Nov. 1963, p.142-143) Appl. author: Jule R. von Sternberg. © 18Nov63; KK177739.
- Best in the house. Sessions. (104) (In Good housekeeping, Oct. 1962, p.64-65) Appl. author: Jule R. von Sternberg. © 18Oct62; KK177747.
- Especially recommended by Show-House. Futorian Manufacturing Company. (109) (In House beautiful, Nov. 1963, p.12-13) Appl. author: Jule R. von Sternberg. © 20Nov63; KK177742.
- Especially recommended by Show-House. Marlite. (107) (In House beautiful, Sept. 1963, p.10-17) Appl. author: Jule R. von Sternberg. © 20Sep63; KK177741.
- Especially recommended by Show-House. Sessions. (105) (In House beautiful, Apr. 1963, p.37-45) Appl. author: Jule R. von Sternberg. © 20Apr63; KK177748.
- SHULTON, INC. ©
If you're afraid of dyes, and fed up with rinses, you need Tecnique, the color conditioner. (In Good house-

keeping, Mar. 1962, p.43) Appl. author: Benton & Bowles, Inc. © 20Feb62; KK175337.

SIGNAL-STAT CO. See LEHIGH VALLEY INDUSTRIES, INC. SIGNAL-STAT CO.

SILVERTONE UNDERGARMENT CO., INC. © Div C-Thru. Appl. author: Neb Plastiques. © 1Jul63; KK174413. Les plus beaux sachets du monde. Appl. author: Neb Plastiques. © 16Jul63; KK174856.

SIMMONS CO. ©

When is it safe to start neglecting his spine? (In The Reader's digest, Oct. 1963, p.32-33) Appl. author: Young & Rubicam, Inc. © 21Sep63; KK176301.

Will a Beautyrest help your husband protect his heart? (In The Reader's digest, Sept. 1963, p.224-225) Appl. author: Young & Rubicam, Inc. © 21Aug63; KK176300.

SIMPLICITY PATTERN CO., INC. ©

Carefree shirtdress as shown in Family circle. 5022. Poster. © 1Jul63; KK174652.

The fashion magazine for women who sew; Simplicity. Exciting fall colors and sewable fashions. Poster. © 1Aug63; KK175793.

First collection of country classics. Americana Casuals; 5154, 5255. © 1Nov63; KK177196.

5125 simple-to-make, 1 yard scarf, 54 inch fabric; 7/8 yard skirt, 54 inch fabric. Poster. © 1Jul63; KK174654.

How-to-sew series. 5056 blouse & scarf, 5058 skirt; 5088, 5060; 5059 teens' & jrs. sizes; 5022 misses' sizes. Poster. © 1Aug63; KK175794.

Novelty pillows. 4515, 4545, 4679, 4709, 5244. Poster. © 10Oct63; KK176688.

Robes for mother, 5205; for daughter, 5217. Poster. © 1Sep63; KK176022.

Shirt, 5072; wrap-skirt, 5032. Poster. © 1Jul63; KK174653.

Simplicity. 4520 jiffy, 5016, 5065. © 1Sep63; KK176023.

Simplicity 5052; sew this A-line jiffy in our fashion fabrics. Poster. © 1Aug63; KK175790.

Simplicity 5057, the shirt shift; perfect in our fashion fabrics. Poster. © 1Aug63; KK175789.

Simplicity. 5072, 5246, 4606, 5247. Poster. © 1Aug63; KK175590.

Simplicity. 5135. Poster. © 1Jul63; KK174655.

Simplicity. 5206. Poster. © 1Sep63; KK176021.

Simplicity. 5216 jacket. Poster. © 1Sep63; KK176020.

Simplicity announces the great new how-to-sew series of patterns. © 1Aug63; KK175792.

Teen model doll wardrobe. 5215. Poster. © 10Oct63; KK176687.

We are proud to announce: Simplicity patterns are now available here to use with our fashion fabrics. Penney's. Poster. © 1Aug63; KK175791.

SIMPSON, CHARLES A. ©

Instructions for use of commercial bank experience modification chart. © 2Sep63; KK177726.

SIMPSON, ROBERT F. ©

Why pay more? Artcraft rubber stamps. © 25Jul63; KK174767.

SINGER (L. W.) CO., INC. ©

Prose and Poetry Enrichment Records to accompany Prose and Poetry for Appreciation. Album four. © 2Jan63; KK176707.

SINGER, SAM. ©

Free directory & shopping list. NM: additions. © 1Jun63; KK175832.

SINGER CO. ©

Now, chainstitch forward and backward at top speeds, in one sewing operation. Singer 451KSV machines with Man-Sew attachment 86RF. © 30Dec63; KK177672.

Now, the unmatched quality of lock-stitch buttonholes. New Singer 271 high speed buttonholers. © 10Sep63; KK175907.

SKIPPY CANDLE & INCENSE CO.

Big John; money drawing incense. © Samuel L. Gonek d.b.a. Skippy Candle & Incense Co.; 18Aug63; KK175820.

Green Devil alleged money drawing incense. © Samuel L. Gonek d.b.a. Skippy Candle & Incense Co.; 28Nov62; KK174607.

Kissing Giraffes alleged money drawing incense. © Samuel L. Gonek d.b.a. Skippy Candle & Incense Co.; 28Nov62; KK174608.

Morning glory; money drawing incense. © Samuel L. Gonek d.b.a. Skippy Candle & Incense Co.; 18Aug63; KK175819.

Uncle Skippy's alleged Combo, chicken or feathers. © Samuel L. Gonek d.b.a. Skippy Candle & Incense Co.; 23May63; KK174606.

SLEAZY CORP. ©

Pin the tail. Adultoys. © 2Dec63; KK177195.

SLOAN-ASHLAND DIVISION. ©

Bell & Howell complete matched home movie outfit. Everything on this page included. © 1Mar59; KK176042.

First Bell & Howell matched movie outfit plus exciting remote control projector. © 1Jun61; K176038.

Here are fun-filled hours throughout the years for you and your loved ones. Wonderful scenes like these can now be yours. Bell & Howell Automagic camera. © 1Jun61; KK176041.

Never before this Bell & Howell.

This complete Bell & Howell outfit for professional quality home movies. © 1Jun61; KK176039.

Never before this Bell & Howell ... movie outfit. Bell & Howell zoom & turret lens matched outfit. © 1Mar60; KK176040.

SLUMBERSLIM PROGRAM. ©

Medical doctor shows you amazing new way to reduce that floats fat right out of your body while you sleep thru Slumberslim. (In Screen stories, June 1963, p.57) Appl. author: Edwin G. Axel. © 25Apr63; KK174858.

SMART LIVING STORES, INC. ©

Thrilling new 11 pc. Thunderbird group including extra large 3-section sofa and a 2 bucket-seat lounge chairs. (In Chicago sun times, July 7, 1963, p.19) Appl. author: M. P. Masser. © 7Jul63; KK175380.

SMEDVIG, EGIL S. ©

Looking for something good? Smedvig's manuscript series concert band. © 15Oct63; KK177638.

SMETHPORT SPECIALTY CO. ©

The monsters of the black lagoon. Model no.51. Magnetic board. © 23Aug63; KK175496.

SMIRNOFF (STE. PIERRE) FLS.

Ask for Smirnoff by name, insist, persist, resist anything less. Noted psychologist, Earl Wanzer, left, enjoys Smirnoff martini at New York bar. (In Ebony, Oct. 1963, p.105) Appl. author: L. C. Gumbinner Advtg. Agency. © Ste. Pierre Smirnoff Fls., division of Heublein; 17Sep63; KK176470.

Dry, dry, dry, the 11-to-1 Smirnoff martini. Vodka. Desert scene. (In Look, Sept. 24, 1963, p.70) Appl. author: L. C. Gumbinner Advertising Agency. © Ste. Pierre Smirnoff Fls., division of Heublein; 10Sep63; KK176757.

Filtered through a mountain of charcoal. Vodka. (In Arizona beverage journal, Oct. 1963, p.2-3) Appl. author: L. C. Gumbinner Advtg. Agency. © Ste. Pierre Smirnoff Fls., division of Heublein, Inc.; 10Oct63; KK176468.

Filtered through a mountain of charcoal. Vodka. [Man on top of mountain & bottle] (In Ohio tavern news, Oct. 8, 1963, p.14-15) Appl. author: L. C. Gumbinner Advertising Agency. © Ste. Pierre Smirnoff Fls., div. of Heublein; 8Oct63; KK176756.

Filtered through a mountain of charcoal. Vodka. Man on top of mountain. (In Life, Oct. 11, 1963, p.13) Appl. author: L. C. Gumbinner Advertising Agency. © St. Pierre Smirnoff Fls., div. of Heublein; 7Oct63; KK176755.

It's easy to make a Smirnoff gimlet. [Endorsed by the Charles Gardners] Vodka. (In Jet, July 18, 1963, p.42-43) Appl. author: L. C. Gumbinner Advertising Agency. © Ste. Pierre Smirnoff Fls., div. of Heublein; 11Jul63; KK174789.

On December 6th, Life magazine will deliver this booklet to 7,000,000 homes. Vodka and Heublein cocktails. Girl with balloon. (In Liquor store, Nov. 1963, p.31) Appl. author: L. C. Gumbinner Advertising Agency. © St. Pierre Smirnoff Fls., division of Heublein; 1Nov63; KK177142.

The point of a screwdriver is Smirnoff. Straight vodka. (In Life, July 12, 1963, p.58) Appl. author: L. C. Gumbinner Advertising Agency. © Ste. Pierre Smirnoff Fls., division of Heublein; 8Jul63; KK174902.

Smirnoff makes the drink that makes the party. Popular Long Island socialites, Mr and Mrs. Charles Gardner prepare a Smirnoff welcome. Vodka. (In Ebony, Sept. 1963, p.129) Appl. author: L. C. Gumbinner Advtg. Agency. © Ste. Pierre Smirnoff Fls., division of Heublein; 15Aug63; KK175553.

Suddenly, everyone's drinking Smirnoff. Attorney Reuben Davis & wife with Miss Esther Fireall. Vodka. (In Ebony, Nov. 1963, p.77) Appl. author: L. C. Gumbinner Advertising Agency. © Ste. Pierre Smirnoff Fls., division of Heublein; 15Oct63; KK176702.

What every Iowa barman ought to know about Smirnoff. Vodka. (In Iowa beverage journal, Aug. 1963, p.33) Appl. author: L. C. Gumbinner Advtg. Agency. © Ste. Pierre Smirnoff Fls., division of Heublein, Inc.; 5Aug63; KK175238.

When business and pleasure mix. Vodka. [Endorsed by Earl Wanzer] (In Jet, Aug. 15, 1963, p.42-43) Appl. author: L. C. Gumbinner Advertising Agency. © Ste. Pierre Smirnoff Fls., division of Heublein; 8Aug63; KK175066.

- SMIRNOFF (STE. PIERRE) FLS.-Con.
Which comes first, Commander, the Smirnoff or the Schweppes? Vodka. (In Life, Aug. 16, 1963, p.59) Appl. author: L. C. Gumbinner Advertising Agency. © Ste. Pierre Smirnoff Fls., division of Heublein; 12Aug63; KK176093.
- SMITH (A. O.) CORP. GLASCOTE PRODUCTS, INC. See GLASCOTE PRODUCTS, INC.
- SMITH, ARTHUR. See SPACE LABORATORIES.
- SMITH, F. D. ©
Circle ES Charcoal Steak House. Menu. © 12Aug63; KK175761.
- SMITH (GILMAN B.) CO. ©
Iron-on corduroy patches. No.105. 10 corduroy patches. © 3Jul63; KK174754.
Iron-on corduroy patches. No.680. One pair. © 29Aug63; KK175699.
Iron-on knitted mending fabric. No.465. Solid color, size 18" x 5 3/4"; multi-color, 6 pcs. 5" x 3 1/4". © 21Aug63; KK175314.
Iron-on mending muslin. No.440. © 29Aug63; KK175698.
Iron-on mending tissue. No.475. 10" long, 10" wide. © 21Aug63; KK175316.
Iron-on mending twill. No.460. 18" long, 4 1/3" wide. © 21Aug63; KK175313.
Iron-on trouser pockets. No.590. One pair. © 3Jul63; KK174755.
Knitted ear warmer. No.790. © 29Aug63; KK175697.
100% wool patching cloth. No.482. 10" long, 7" wide. © 21Aug63; KK175315.
Suede trimming cloth. No.544. © 29Aug63; KK175696.
- SMITH, WILLARD H. ©
Master plumbers kit. 25 sets for 25 toilets. © 9Jul63; KK175830.
- SMITH REALTY CO. ©
Not just another house. © 24Jul63; KK174786.
- SOHIO. See STANDARD OIL CO. (OHIO)
- SPACE LABORATORIES.
Amazing new miracle liquid ends hosiery problems. Nu-Fit. Contents 2 fl. ounces. © Arthur Smith d.b.a. Space Laboratories; 15Sep63; KK176219.
- SPANETTE DIVISION, SULRAY, INC. See SULRAY, INC. SPANETTE DIVISION.
- SPARKOMATIC CORP. ©
Super Tach, transistorized tachometer. Appl. author: Edgar W. Almquist, Jr. © 3Sep63; KK175740.
- SPORTSMAN. ©
For your kind of man; tweedy squire or town sophisticate, he'll go for the brisk, bracing air of Sportsman. (In Look, Dec. 19, 1961, p.146) © 19Dec61; KK174550.
- SQUIRT CO. ©
Double-edged advertising campaign stimulates Squirt sales. (In The American soft drink journal, May 6, 1963, p.41) © 6May63; KK174749.
Miniature citrus trees from Squirt sprouting everywhere. (In The American soft drink journal, June 10, 1963, p.7) © 10Jun63; KK174748.
- STAGG DISTILLING CO. ©
Kentucky's top bourbon, over 200 million bottles sold. Old Stag is back again and older than ever. (In Jacksonville Journal, June 13, 1963, p.18) Appl. author: Schenley Distillers, Inc. © 13Jun63; KK175632.
- STANDARD LEATHER PRODUCTS, INC. ©
Travel case, all purpose utility kit. © 1Aug63; KK177157.
- STANDARD OIL CO. (OHIO)
Boron cleans carburetors. (In Cleveland plain dealer, Sept. 30, 1963, p.9) Appl. author: McCann-Marschalk Co., Inc. © Standard Oil Co. (Ohio) (in notice: Sohio); 30Sep63; KK176185.
Carburetor deposits; Boron cleans carburetors. Sohio. (In Cleveland plain dealer, July 30, 1963, p.5) Appl. author: McCann-Marschalk Co., Inc. © 30Jul63; KK174825.
Fuel line freeze-up can stop you cold. Boron now has Ice-gard. (In Cleveland plain dealer, Nov. 15, 1963, p.9) Appl. author: McCann-Marschalk Co., Inc. © Standard Oil Co. (Ohio) (in notice: Sohio); 15Nov63; KK177069.
Gillette World Series special. Foamy shave cream. (In Drug topics, July 29, 1963, p.18) © 29Jul63; KK174827.
- STANDARD OIL DIVISION, AMERICAN OIL CO. See AMERICAN OIL CO. STANDARD OIL DIVISION.
- STANDARD PACKAGING CORP. BROWN & BIGELOW. See BROWN & BIGELOW.
- STANDARD PRODUCTS CO., INC. ©
Star Lite river herring. Net wt. 15 oz. (174) © 15Jul63; KK175231.
Star Lite river herring roe. Net weight 8 ozs. © 31Jul63; KK175378.
- STANLEY HOME PRODUCTS, INC. ©
It's yours, a premium from your Stanley dealer when you have a Stanley hostess party. (In Good housekeeping, Nov. 1963, p.223) © 17Oct63; KK177398.
It's yours, a premium from your Stanley dealer when you have a Stanley hostess party. (In Good housekeeping, Nov. 1963, p.223) © 18Oct63; KK176544.
- STAR TANK & FILTER CORP. ©
Swivel-Bolt closures, rapid opening, rapid closing. © 12Nov63; KK177015.
- STARING, GEORGE H. See THUNDERBIRD KITE CO.
- STERNO INDUSTRIES, INC. AQUARIUM SUPPLY CO. See AQUARIUM SUPPLY CO.
- STEVENS (PATRICIA) INC. ©
Airlines. (In Chicago daily news, Sept. 7, 1963) Appl. author: Jerry Field. © 7Sep63; KK176409.
Fashion careers. (In Chicago daily news & sun-times) Appl. author: Jerry Field. © 14Sep63; KK176408.
Girls wanted to train for professional modeling, television. (In Chicago tribune, Apr. 14, 1963) Appl. author: Jerry Field. © 14Apr63; KK176407.
Individual instruction, executive bookkeeping machines. (In Chicago sun-times, Sept. 6, 1963) Appl. author: Jerry Field. © 6Sep63; KK176410.
- STEWART, J. C. ©
Stewart Farms Irish dressing. 8 fluid ounces. © 11Dec63; KK177730.
- STILLER, WILLIAM B. ©
Little Octopus soap holder. © 12Nov63; KK177013.
- STOLPEN, BEULAH HARRIS. ©
Rolling grammar. NM: "additional pictorial matter." © 7May63; KK175513.
- STONCO ELECTRIC PRODUCTS CO. ©
121,500 reasons for specifying, Stonco fire chief emergency portable floodlight. © 6Jun61; KK175334.
Stonco budget lighting, home lights, krome lights, color kits. © 1Sep60; KK175335.
- STUART (C. H.) & CO. See FLOR DECOR.
- STUART (C. H.) & CO., INC. See FLOR DECOR.
- STUDEBAKER CORP. ©
New STP zip-tab can. © 26Sep63; KK176614.
- STURDI-BILT MATERIAL HANDLING DIVISION. See UNARCO INDUSTRIES, INC. STURDI-BILT MATERIAL HANDLING DIVISION.
- STURGIS POSTURE CHAIR CO. ©
Posture chairs. 15 p. Appl. author: John Louis Mann. © 30Sep63; KK176671.
- SUCCESS BRANDS, INC. ©
The invisible umbrella ... Fabri-Gard keeps clothing clean & dry. Net wt. 14 ozs. © 12Aug63; KK175344.
- SULRAY, INC. SPANETTE DIVISION. ©
Spanette, the magic invisible nylon hair net. Display card. © 15Jan62; KK177671.
Spanette, the magic invisible nylon hair net. Envelope. No.216. © 15Jan62; KK177670.
- SUMMERS, LEO R.
Longfellow's Hiawatha, the complete edition. See PLATT & MUNK CO., INC.
- SUN OIL CO. ©
Now, a new oil so superior you can change oil only half as often. Sunoco. (In Life, Oct. 4, 1963, p.106) © 10Oct63; KK176213.
- SUNBEAM. See SUNBEAM CORP.
- SUNBEAM CORP. ©
Big news from Sunbeam, new sensational electric snow thrower. (In Home furnishings daily, Sept. 26, 1962, p.26) © 25Sep62; KK174363.
A compliment to your taste, Sunbeam Vista Mixmaster mixer. (In Ladies' home journal, regional eds., May 1963, p.R4) © 30Apr63; KK176708.
A compliment to your taste, Sunbeam Vista toaster. (In Ladies' home journal, June 1963, p.R3) © 28May63; KK175718.
From shampoo to hair-do in record time. A Lady Sunbeam hairdryer. (In Good housekeeping, Apr. 1963, p.152-153) © 19Mar63; KK175717.
A gift fit for an executive, the Chairman electric desk alarm by Sunbeam. (In Sales management, Sept. 10, 1962, p.99) © 10Sep62; KK174357.
Good things happen first at Sunbeam; just add snow. Snow electric. (In The Wall Street journal, Dec. 3, 1962, p.9) © 3Dec62; KK174362.
If you have a lawn that's like most, there's a Sunbeam power mower just right for you. (In Sunset, Mar. 1963, p.237) © 25Feb63; KK175715.

- Is your Sunbeam inventory falling off? (In Military market & government buying, exchange retail ed., May 1963, p.2 of cover) © 1May63; KK175714.
- More big news from Sunbeam; new edger trimmer. (In Home furnishings daily, Sept. 26, 1962, p.20) © 26Sep62; KK174364.
- New deals for '62; here are two big new deals ... Sunbeam clocks. 62-2 signal light assortment, Petite Alarm. (In Home furnishings daily, July 10, 1962, p.40) © Sunbeam a.a.d.o. Sunbeam Corp.; 10Jul62; KK174360.
- New faces for '62; Sunbeam unveils two exciting new cordless clocks at the housewares show. The Impressionist. (In House furnishings daily, July 9, 1962, p.22) © Sunbeam a.a.d.o. Sunbeam Corp.; 9Jul62; KK174359.
- New from Sunbeam in '62; the big news in clocks ... is Sunbeam. The Impressionist, model AC515. (In Electrical merchandising week, July 9, 1962, p.29) © Sunbeam a.a.d.o. Sunbeam Corp.; 9Jul62; KK174361.
- New lights on '62. Night Lighter, a strikingly handsome wall clock. (In Home furnishings daily, July 11, 1962, p.26) © Sunbeam a.a.d.o. Sunbeam Corp.; 11Jul62; KK174358.
- 171 minutes of Sunbeam TV from now till Christmas. Mixmaster mixer. (In Narda news, Nov. 1962, p.2-3) © 10Nov62; KK174356.
- Revolutionary breakthrough; no more soaked rugs. Air Foam rug 'n floor conditioner. (In Mart, Oct. 1962, p.40-41) © 8Oct62; KK174366.
- Still more big news from Sunbeam; new beautifully styled Rain King sprinklers. (In Home furnishings daily, Sept. 26, 1962, p.25) © 26Sep62; KK174365.
- Style sets the pace and Sunbeam sets the style in cordless decorator clocks. (In Home furnishings daily, May 2, 1963, p.21) © 2May63; KK175719.
- Sunbeam is even bigger in '63; the only complete line of garden equipment. RE77 mower. (In Electrical merchandising week. Nov. 19, 1962, p.22-23) © 19Nov62; KK174354.
- Sunbeam lightweight vacuum cleaner; Sunbeam Air-Foam rug 'n floor conditioner. (In Dealerscope, Oct. 1962, p.55) © 10Oct62; KK174367.
- Sunbeam says, attention. Multi-cooker frypan. (In Military market magazine, Mar. 1963, p.43) © 1Mar63; KK175716.
- There's a Sunbeam Vista product for everyone on your Christmas list who loves delicious coffee. (In Life, Dec. 7, 1962, p.3) © Sunbeam a.a.d.o. Sunbeam Corp.; 3Dec62; KK174353.
- Winter or summer, now Sunbeam has products for every season. SNE snow thrower. (In Home furnishings daily, Jan. 14, 1963, section 2, p.20-21) © 14Jan63; KK174355.
- SUNKIST GROWERS, INC. © This bag contains only Sunkist tangerines. © 8Nov63; KK177442.
- SUNNY ORANGE, INC. © Sunny Orange, an orange juice drink concentrate. Contents 6 fl. oz. © 15Apr63; KK175702.
- SUPERAIN, INC. © 1964 catalog. Lawn sprinklers, gardening aids. © 20Sep63; KK176276.
- SUPERIOR ELECTRIC CO. © Product guide for precision products of S. E. 11 p. © 22Aug63; KK176712.
- SUPERIOR OUTDOOR DISPLAY, INC. © Gentlemen: Please send immediately the following Superior long life, 9000 hr., lamps. (Bulb order form) © 4Sep63; KK177538.
- Our displays lead the way. (Lamp order envelope) © 21Oct63; KK177440.
- SUPERIOR PLASTICS, INC. © The Lincoln Memorial. 2200:500. (World wide wonders, no.3 in a series of fun-to-assemble plastic model kits) © 28Sep63; KK176934.
- Taj Mahal. 2100:400. (World wide wonders, no.2 in a series of fun-to-assemble plastic model kits) © 9Sep63; KK175841.
- SURFSIDE DRIVE-IN. © Surfside Drive-In. © 19Apr63; KK175103.
- SUTTON FOR MEN, INC. © Sail, a man's eau de cologne. 4 fl. oz. © 5Jun63; KK174403.
- SWAN FOOD PRODUCTS CO. © Potat pancake mix, 12 servings. Net weight 6 oz. © 25Sep63; KK176175.
- SWEENEY, KRIST & DIMM. © Corn. © 25Jul63; KK175546.
- Peaches. © 25Jul63; KK175545.
- SWEET, A. H. © Animal Kut-Ups, the educator kookie. © 13Aug63; KK175112.
- SWELLDOM CO. © Don't wait 'til it's too late. We clean draperies exclusively. (In Los Angeles times, Mar. 24, 1963, p.63) Appl. author: Thelma Lager. © 24Mar63; KK174798.
- SWISS COLONY, INC. See VIENNESE CONFECTIONS.
- SYLVAN POOLS, INC. © Bye-Bye Algae, granular algaecide concentrate. Net wt. 1 lb. Appl. author: Alex C. Philibert. © 1Apr63; KK176952.
- SYNTRON CO. © Vibrating live plates. (Bulletin F-8963) © 9Aug63; KK176536.
- Vibratory parts feeders. (Bulletin PF-72762) NM: revision. © 27Jul62; KK177595.
- T**
- TALLMAN, SMITH & ASSOCIATES. © The executive coin appraising set; everything you need to appraise rare & valuable coins. Here's what you get: guide book. Appl. author: Paul V. Smith. © 2Dec63; KK177716.
- TALMAN FEDERAL SAVINGS & LOAN ASSN. OF CHICAGO. © Pension yourself independently from your Talman savings account whenever you require a supplemental monthly income. (In Chicago tribune, Sept. 9, 1963, part 1, p.22) © 9Sep63; KK176383.
- The plain truth about home mortgages. (In Chicago's American, May 10, 1963, p.29) © 10May63; KK174402.
- TAVENER RUTLEDGE, LTD. © Cara-Mints, Taveners' caramel flavored mints. Net 10 oza. © 24Apr63; KK174926.
- TAVOLIER, R. J. © Save up to 40% without sacrificing quality; for a more attractive home inside and out, add railings and columns from Wickes. Appl. author: Adjust-A-Rail Co. © 25Jun63; KK174395.
- TAY, JOHN. © Fake nut & bolt, sensational laugh producer. © 2Jul63; KK174823.
- TAYLOR WINE CO., INC. © Choice of the smart set, new Taylor vermouths. (In The New Yorker, Feb. 9, 1963, p.123) © 7Feb63; KK177457.
- It's a Taylor champagne and you'll love it. Get-together people add gaiety to any occasion. (In The New Yorker, May 18, 1963, p.99) © 16May63; KK176950.
- It's a Taylor champagne and you'll love it. Was ever a wedding like yours? (In The Bride's magazine, summer 1963, p.81) © 15Apr63; KK176951.
- It's a Taylor wine and you'll love it. Comes the cocktail hour. (In Redbook, Mar. 1963, p.9) © 17Feb63; KK176947.
- It's a Taylor wine and you'll love it. Get-together people have a way of getting more out of life. (In Newsweek, Mar. 11, 1963, p.16) © 5Mar63; KK176949.
- It's a Taylor wine and you'll love it. New York State port. (In House beautiful, Mar. 1962, p.31) © 20Feb62; KK176315.
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When do the tires give up? (In Practical builder, July 1963, p.26) Appl. author: Doyle Dane Bernbach, Inc. © 28Jun63; KK175580.
Who can afford to deliver 1 bouquet? (In Florists' review, July 18, 1963, p.2) Appl. author: Doyle Dane Bernbach, Inc. © 16Jul63; KK175573.
Who can afford to deliver 1 layer cake? (In Bakers weekly, July 15, 1963, p.22) Appl. author: Doyle Dane Bernbach, Inc. © 12Jul63; KK175581.
Who can afford to deliver 1 pint? (In Liquor store, July 1963, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 28Jun63; KK174816.
Why buy a billboard when you can drive one? (In Electronic technician, July 1963, p.65) Appl. author: Doyle Dane Bernbach, Inc. © 28Jun63; KK175582.
Why is our nose so stubby? (In The Saturday evening post, June 29-July 6, 1963, p.73) Appl. author: Doyle Dane Bernbach, Inc. © 27Jun63; KK175569.
Why is our truck so tall? (In American builder, July 1963, p.6) Appl. author: Doyle Dane Bernbach, Inc. © 28Jun63; KK174814.
- VULCAN MOTOR PRODUCTS, INC. ©
Vulcan modulators. (Catalog 63-64B, Sept. 1963) Appl. author: John H. Staub. NM: additions. © 5Sep63; KK175611.

W

- WAITE, HELEN W. ©
Through windows of imagination, ten stencil sheets for ... crayons and pencil. © 27Aug63; KK175532.
- WALBRIDGE, RUTH M.
Dining with Jane. Photos by Fabian of Darien. 20 p. © Ruth M. Walbridge d.b.a. Jane Matthews; 22Nov63; KK177144.
- WALGREEN CO. ©
When it comes to your family's prescriptions, the registered pharmacist at Walgreens serves you well, saves you money. (In Chicago American, May 31, 1963, p.29) © 31May63; KK175468.
- WALKER (HIRAM) & SONS, INC. ©
Real bourbon people reach for Walker's DeLuxe. (In Life, Nov. 22, 1963, p.3 of cover) © 18Nov63; KK176965.
- WALLACE, MARIA.
Motivations for modern dance. See RHYTHMS PRODUCTIONS.
- WARD, G. KINGSLEY. ©
The lip keeps the mess in the bib. © 12Aug63; KK177683.
- WARNER BROS. CO. ©
31,824,000 women will see Warner's Stretchbra in August 16 and October 4 Life. (In Women's wear daily, May 9, 1963, p.30) Appl. author: Doyle Dane Bernbach, Inc. © 9May63; KK174380.
Warner's Stretchbra stretches every place a bra should stretch, but never did before. (In McCall's, Aug. 1963, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 31Jul63; KK175078.
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- WARNER-LAMBERT PRODUCTS DIVISION. ©
At the first snuffle, sneeze, sore throat due to a cold, use Listerine, at once. (In Life, Jan. 12, 1962, p.1) © 12Jan62; KK174552.
- WARSHAWSKY, S. H. ©
New fun game. Checkerboard turf poker. © 6Jun63; KK175689.
- WASHBURNE, ELLEN.
Game of 99, a game of strategy for ages 9 to 99. See WASHBURNE, NORMAN F.
- WASHBURNE, NORMAN F.
Game of 99, a game of strategy for ages 9 to 99, created by Norman F. Washburne. © Norman Washburne & Ellen Washburne; 10Jul63; KK175136.
- WATKINS-STRATHMORE CO. ©
Jet Kite. 4984. © 26Mar63; KK174757.
Tiddly Winks. 4913. © 11Mar63; KK174599.
- WEAVER (W. R.) CO. ©
Ask any hunter why model K Weaver-Scopes are America's largest selling scopes. (In The Sporting news, Sept. 21, 1963, p.35) Appl. author: Thomas S. Duff. © 21Sep63; KK176607.
Better sighting means better shooting with a model K Weaver-Scope. (In Field and stream, Aug. 1963, p.49) Appl. author: Thomas S. Duff. © 24Jul63; KK175206.
Big, bright target, quick easy aim, dependable accuracy. K Weaver-Scopes. (In Popular mechanics, Oct. 1963, p.28) Appl. author: Thomas S. Duff. © 25Sep63; KK176608.
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Brighter sight, bigger target, better shot with a model K Weaver-Scope. (In Guns magazine, Oct. 1963, p.54) Appl. author: Thomas S. Duff. © 1Sep63; KK175854.
Feature for feature, your best sight is a model K Weaver-Scope. (In Shooting times, Nov. 1963, p.7) Appl. author: Thomas S. Duff. © 20Sep63; KK176606.
First choice of America's big game hunters, Weaver-Scopes. (In Science and mechanics, Sept. 1963, p.6) Appl. author: Thomas S. Duff. © 25Jul63; KK175856.
For more accurate varmint shooting, a model B Weaver-Scope. (In The National future farmer, Aug.-Sept. 1963, p.14) Appl. author: Thomas S. Duff. © 20Jul63; KK175212.
Get more fun from your .22 with a rugged model B4 Weaver-Scope. (In Boys' life, June 1963, p.51) Appl. author: Thomas S. Duff. © 25May63; KK174332.
How to add fun and accuracy to your .22 shooting with a model B Weaver-Scope. (In Boys' life, Sept. 1963, p.62) Appl. author: Thomas S. Duff. © 25Aug63; KK175853.
Model K, Weaver-Scopes your best sight. (In Guns magazine, Jan. 1964, p.46) Appl. author: Thomas S. Duff. © 1Dec63; KK177653.
Sighting precision to match your rifle's accuracy, model K Weaver-Scopes. (In Guns, Sept. 1963, p.9) Appl. author: Thomas S. Duff. © 1Aug63; KK175205.
Take the blur out, put more fun in your shooting. Set your sights on a Model B Weaver-Scope. (In Boy's life, Dec. 1963, p.76) Appl. author: Thomas S. Duff. © 25Nov63; KK177652.
There's a Weaver-Scope for every kind of hunting, for every budget. (In True's gun annual, 1963, p.3 of cover) Appl. author: Thomas S. Duff. © 21Aug63; KK175855.
This year choose the finest; Weaver-Scopes. K models. (In Guns, Dec. 1963, p.54) Appl. author: Thomas S. Duff. © 1Nov63; KK177110.
A Weaver-Scope for better vision, easier aim, greater accuracy. Versatile model V8. (In The Sporting news, Sept. 28, 1963, p.29) Appl. author: Thomas S. Duff. © 28Sep63; KK176605.
Weaver-Scope model V8 gives you variable power continuously, instantly. (In Field & stream, Nov. 1963, p.61) Appl. author: Thomas S. Duff. © 24Oct63; KK177111.
- WEISS, NORM. See NORHIL PRODUCTS CO.
- WELDIT CORP. ©
Leak stopper; crystal clear. 1 1/2 fl. oz. © 15Oct63; KK176653.
Waterproof, permanent leak stopper. 1 1/2 fl. oz. © 15Oct63; KK176654.
- WELLS CORP. ©
For semi-permanent color, your best value is Wellatone. (In American hairdresser, Dec. 1961, p.14) Appl. author: Zakin Co. © 1Dec61; KK176591.
- WELZ, JOEY. ©
Bat records; another fly by night recording. © 15Jul63; KK174736.
- WERNER (R. D.) CO., INC. ©
Beat winter to the punch. Special Ranch Ladder. © 8Nov63; KK177586.
Decorator plank. © 23May63; KK175016.
Extended savings; aluminum ladders. © 29Jun63; KK176091.
Giant step savings; aluminum step-ladders. © 29Jun63; KK176092.
Let this sink in, stainless steel ... with just one sink frame, new Ardee Uni-Rim model 8088. (In Domestic engineering, Aug. 1963, p.151) © 10Aug63; KK175185.
Montgomery Ward popular demand sale on paint and aluminum ladders. © 15Jul63; KK176090.
Montgomery Ward truck load sale, wide selection of paint and aluminum ladders. © 15Jul63; KK176089.
New Ardee Uni-Rim sink frame has total value. Model 8088. (In Domestic engineering, Sept. 1963, p.193) © 10Sep63; KK176118.
Solid, safe aluminum extension ladder. Tested for safety. © 15Jul63; KK175336.
- WEST END BREWING CO. ©
Needs no ice, needs no opener. Utica Club poppit can cold pack. (In Watkins review, June 26, 1963, p.2) Appl. author: Doyle Dane Bernbach, Inc. © 24Jun63; KK175123.
Our beer is 50 years behind the times. Bob's Distributing. Utica Club. (In Clearfield-Curwensville progress, July 25, 1963, p.10) Appl. author: Doyle Dane Bernbach, Inc. © 25Jul63; KK175603.
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Our beer is 50 years behind the times. Utica Club. (In Utica observer-dispatch, July 25, 1963, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 25Jul63; KK175280.
Unless you serve beer in thimbles, buy quarts, save money. Utica Club Pilsener lager beer. (In Rutland herald, Oct. 17, 1963, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 17Oct63; KK177010.
We had 3 ways to save you money on our beer. (In Oswego Palladium times, Aug. 28, 1963, p.5) Appl. author: Doyle Dane Bernbach, Inc. © West End Brewing Co. (in notice: West End Brewing Co. of Utica, N. Y.); 28Aug63; KK176366.
- WESTERN GEAR CORP. ©
Capability, a product of Western's growth. (In Scientific American, June 1961, p.217) Appl. author: MacManus, John & Adams, Inc. © 25May61; KK175505.
- WEBB (CHARLES J.) CO., INC. CORROSION REACTION CONSULTANTS, INC. See CORROSION REACTION CONSULTANTS, INC.

- WESTERN GEAR CORP.-Con.
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The gear in our name means many things at the outposts of progress. (In Scientific American, July 1962, p.189) Appl. author: MacManus, John & Adams, Inc. © 26Jun62; KK175500.
Get the best of both, inboard and outboard with SeaPower outdrive. (In Popular boating, Apr. 1961, p.192) Appl. author: MacManus, John & Adams, Inc. © 25Mar61; KK174569.
Keeping progress supplied has given new meaning to the word gear in our name. (In Scientific American, Nov. 1962, p.103) Appl. author: MacManus, John & Adams, Inc. © 25Oct62; KK175498.
No wonder progress so often wears a WG Western brand. (In Scientific American, Sept. 1963, p.203) Appl. author: MacManus, John & Adams, Inc. © 25Aug63; KK177577.
Performance, a product of Western's growth. (In Scientific American, Nov. 1961, p.209) Appl. author: MacManus, John & Adams, Inc. © 25Oct61; KK175502.
A story of Western growth. (In Space/aeronautics R & D technical handbook 1962, section A, p.2) Appl. author: MacManus, John & Adams, Inc. © 15Jul62; KK175507.
These license plates of progress show how far the gear in our name has come. (In News front, June 1962, p.2 of cover) Appl. author: MacManus, John & Adams, Inc. © 5Jun62; KK175506.
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Western Gear hasn't stopped short of new horizons since '88. (In News front, Oct. 1963, p.2 of cover) Appl. author: MacManus, John & Adams, Inc. © 10Oct63; KK177578.
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- WESTON (DAVE) MANUFACTURING CO. ©
Brings outdoor quality indoors; indoor decorator pole antenna. Wholesale price list. Appl. author: David C. Weston. © 17Sep63; KK175804.
Decorator pole antenna; instructions. © 12Oct63; KK176320.
- WHITE, RUTH.
Motivations for modern dance. See RHYTHMS PRODUCTIONS.
- WHITMAN PUB. CO. ©
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Bingo, deluxe family fun. New Magic Slate, bingo cards and bingo markers. Box wrap. No.4822. © 9Oct63; KK176577.
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Fuzzy Wuzzy lacing cards. Humpty Dumpty. No.4600. © 14Aug63; KK175909.
Fuzzy Wuzzy lacing cards. Puppy and dolls. No.4600. Signed: Alys. © 14Aug63; KK175908.
The game of Farmer in the dell. No.4778. Signed: The Myers. © 20Aug63; KK175911.
Jr. Banker play kit. Box wrap. No.4704. © 10Sep63; KK176574.
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Ring toss, the fun game for everyone. No.4730. 4 plastic rings with 2 plastic bases. © 29Aug63; KK175910.
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Build 'n Save once-in-a-lifetime get acquainted offer; yours free, all 8 of these lovely plants. Brochure. © 28Apr61; KK174346.
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- WIATT, NORMAN C. ©
Master of the classic; accents. (In Women's wear daily, Apr. 23, 1963, p.3) © 23Apr63; KK174865.
Master of the classic; climax. Norman Wiatt, midsummer collection, Cele originals. (In Women's wear daily, Apr. 9, 1963, p.3) © 9Apr63; KK174864.
Master of the classic; crescendo. (In Women's wear daily, Mar. 26, 1963, p.3) © 26Mar63; KK174868.
Master of the classic; dress rehearsal. (In California apparel news, Apr. 26, 1963, p.40) © 26Apr63; KK174866.
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Master of the classic; Pied Piper. (In Women's wear daily, Mar. 12, 1963, p.7) © 12Mar63; KK174867.
Master of the classic; star performer. (In Women's wear daily, May 21, 1963, p.3) © 21May63; KK175211.
- WILESWOOD, INC. ©
From: Wileswood Country Store, Huron, Ohio. Order no. Appl. author: Addison E. Wiles. © 18Jul63; KK175244.
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Happy birthday. I'll just say happy birthday with a good luck wish to you. © 9Oct63; KK177103.
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- WILLIS, BETTY. ©
Aloe Gel cream for dry skin. Net wt. 4 ozs. © 16Aug63; KK177587.
- WILLMARK SERVICE SYSTEM, INC. ©
The Management aid, for supervisory personnel. The cornerstone of shortage control management interest. Appl. author: Robert M. Bernstein. © 1Mar63; KK175111.
- WOLF, NATHAN L. See APOLLO HOUSE.
- WOLF SUPPLY CO. ©
Family growing? Add a room. (In The York dispatch, Aug. 15, 1962, p.8) Appl. author: Glenn C. Baublitz. © 15Aug62; KK175690.
Some people have other talents; we aren't all do-it-yourselfers, and it really isn't disgraceful to ask for help. (In The York dispatch, Aug. 27, 1962, p.8) Appl. author: Glenn C. Baublitz. © 27Aug62; KK176586.
Too much togetherness at your house? (In The York dispatch, Aug. 24, 1962, p.8) Appl. author: Glenn C. Baublitz. © 24Aug62; KK175693.
Worn out by a worn-out kitchen? (In The York dispatch, Aug. 17, 1962, p.8) Appl. author: Glenn C. Baublitz. © 17Aug62; KK175691.
- WOLVERINE SHOE & TANNING CORP. ©
Does a boot have to be heavy to be strong? Not any more. (In Family weekly, Sept. 29, 1963, p.9) © 28Sep63; KK176179.
Go where it's cool and comfortable. Hush Puppies. (In Life, May 3, 1963, p.51) © 30Apr63; KK176391.
How to get a practically new pair of Wolverine boots free next year: clean your old ones. (In Farm Journal, Nov. 1963, p.31) © 1Nov63; KK176706.
If you've any kind of a head on your shoulders, you'll put it under a Hush Puppies hat. (In Playboy, Oct. 1963, p.20) © 24Sep63; KK175974.
Isn't it nice they all want Hush Puppies? (In Parade, Aug. 25, 1963, p.9) © 25Aug63; KK175381.
It's going around that Hush Puppies are made just for you. (In Seventeen, Sept. 1963, p.95) © 29Aug63; KK175745.
Shake. Meet the most durable ski mitts that ever shook hands with a rope tow, Wolverine. (In Ski, Dec. 1963, p.122-123) © 5Dec63; KK177536.
Some people want a light and comfortable shoe. Isn't it nice they all want Hush Puppies? (In Ebony magazine, Sept. 1963, p.181) © 10Sep63; KK175912.
Sometimes we get a bit high-hatted. Wolverine caps. (In Sports afield, Sept. 1963, p.111) © 27Aug63; KK175798.
What's this doing in your children's shoes? Hush Puppies shoes. (In Parents' magazine, Sept. 1963, p.126) © 26Aug63; KK175525.
Why do Hush Puppies make great Christmas presents? (In This week magazine, Dec. 1, 1963, p.30) © 1Dec63; KK177539.
- WOOD (J. R.) & SONS, INC. ©
Artcarved American Beauty diamond guarantee and Nation-Wide P.V.P. registration. © 15Jan63 (in notice: 1962); KK174416.
- WOOD & BROOKS CO.
ElectraChord piano; play in minutes, enjoy forever. (In House beautiful, Oct. 1961, p.254) © Wood & Brooks Co., a division of Aurora Corp. of Illinois; 19Sep61; KK175945.
- WOODARD, EARL E. ©
Carpet comment. (In St. Louis globe-democrat, Apr. 29, 1963, p.2B) © 29Apr63; KK174632.
Carpet comment. (In St. Louis globe-democrat, May 6, 1963, p.2B) © 6May63; KK174633.

Carpet comment. (In St. Louis globe democrat, May 20, 1963, p.2B) © 20May63; KK174671.

Carpet comment. (In St. Louis globe democrat, June 3, 1963) © 3Jun63; KK174677.

Carpet comment. (In St. Louis globe democrat, June 10, 1963) © 10Jun63; KK174412.

Carpet comment. (In St. Louis globe democrat, June 17, 1963) © 17Jun63; KK174411.

Carpet comment. (In St. Louis globe democrat, June 24, 1963) © 24Jun63; KK174410.

WOODHULL, IVAN D., JR. See WOODHULL INDUSTRIES.

WOODHULL INDUSTRIES.

Here's news ... using the sensational, newly developed Gasoline Miser. (In Wyandotte news herald) © Ivan D. Woodhull, Jr. d.b.a. Woodhull Industries; 26Jun63; KK176923.

WOODWARD, ALBERT Y. See FINISH FEEDER CO.

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Sno-Dragon. Appl. author: Stobbs Press, Inc. © 19Aug63; KK176901.

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- DI SANTO & CO.
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Co. (P); 14Nov63; R326330.
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Glassine. © 7Oct35; Label 46797.
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ers Assn. (P); 13Sep63; R321926.
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Assn. (P); 13Sep63; R321928.
Sulglass. © 28Oct35; Label 47706.
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Missouri River crooks. © 3Oct35;
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English toffee. © 1Sep36; Print
15988. L. S. Heath & Sons, Inc.
(P); 4Sep63; R322471.
- HULL BREWING CO.
Cream ale. © 16Dec36; Label 49232.
Hull Brewing Co. (P); 18Dec63;
R327702.
- INDEPENDENT BAKERS' COOPERATIVE.
Holsum raisin loaf. See LONG
(W. E.) CO. - INDEPENDENT BAKERS'
COOPERATIVE.
- INSTO CO., INC.
Insto. © 1May36; Label 48057.
Insto Co., Inc. (P); 9Oct63;
R323414.
- INTERNATIONAL BROTHERHOOD OF PULP, SUL-
PHITE & PAPER MILL WORKERS.
Union made paper products. © 20Jul35;
Label 46283. International Brother-
hood of Pulp, Sulphite & Paper Mill
Workers (P); 28Jun63; R318009.
- LONG (W. E.) CO. - INDEPENDENT BAKERS'
COOPERATIVE.
Holsum raisin loaf. © 27Mar36;
Label 47544. W. E. Long Co. -
Independent Bakers' Cooperative
(P); 30Aug63; R321259.
- MRAZ, EDWARD JOHN.
Rayox. © 18Dec35; Label 47820.
Edward John Mraz (P); 30Sep63;
R322647.
- NALLEY'S, INC.
Tang. © 15Feb36; Label 48778.
Nalley's, Inc. (P); 29Nov63;
R328496.
- PANGBURN CO.
Pecan crunch. © 1Jun36; Print 15846.
Pangburn Co. d.b.a. Pangburn's (P);
9Oct63; R323473.
- PANGBURN'S. See PANGBURN CO.
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Alkaline tablets. © 14Apr36; Print
15716. Process Corp. (P); 29Aug63;
R321100.
Bromo lifter. © 14Apr36; Print 15715.
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Zeerowship. © 15Apr36; Print 15784.
Pure Ice & Cold Storage Co. (P);
5Sep63; R321628.
- REARDON, LENORE. See REARDON PRODUCTS.
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Reardon Products, Lenore Reardon,
owner (P); 12Dec63; R328435.
- REINHART MITTEN CO.
Gloves & mittens made from genuine
Sno-Pruf leather. © 23Dec35;
Label 47751. Reinhart Mitten Co.
(P); 9Jul63; R318049.
- RELIANCE MANUFACTURING CO.
Big Yank initial kit. © 23Apr36;
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Co. (P); 9Jul63; R318050.
- SCHIEFFELIN & CO.
Teacher's Highland Cream Scotch
whiskey. © 23May36; Print 15848.
Schieffelin & Co. (P); 30Oct63;
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- SEXAUER (J. A.) MANUFACTURING CO., INC.
Plumbing products. © 6Jul36; Print
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Inc. (P); 16Aug63; R320523.
- SHOFF FISHING TACKLE CO.
Fish hawk for snelled fishhooks.
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Fishing Tackle Co. (P); 12Nov63;
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- STERLING BREWERS, INC.
Ale. © 1Aug35; Label 46320.
Sterling Brewers, Inc. (P);
22Jul63; R318916.
- WYNNE OIL CO.
Motor oil. © 8Jan36; Label 47669.
Wynne Oil Co. (P); 5Sep63; R321629.
- X LABORATORIES, INC.
X boiler liquid. © 13Sep35; Label
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